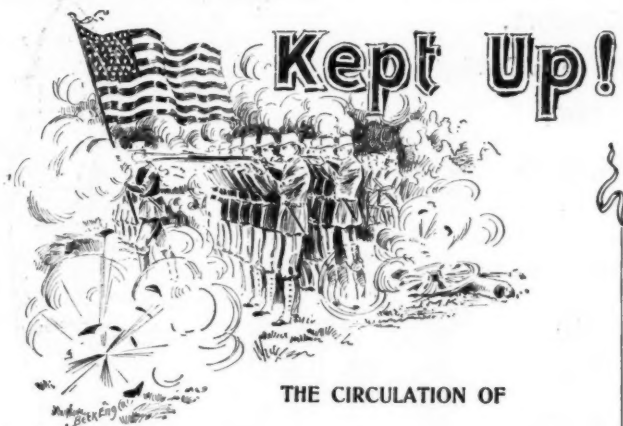


# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.


Vol. XXIV. NEW YORK, AUGUST 10, 1898. No. 6.



THE CIRCULATION OF

## The Philadelphia Record

DURING JULY, 1898,

AVERAGED **212,560** Copies every day  
 **159,943** Copies every Sunday

The rate is 25c. per agate line for the daily  
and 20c. per line for the Sunday edition.

THE RECORD PUBLISHING COMPANY,  
PHILADELPHIA.

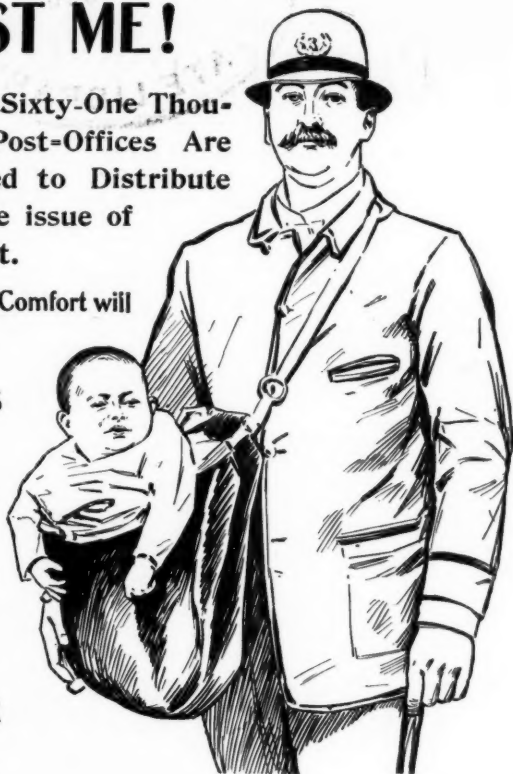
Send for an agate type measure. Mailed free on request.

# POST ME!

Over Sixty-One Thousand Post-Offices Are Required to Distribute a single issue of Comfort.

An ad in Comfort will

POST  
MILLIONS  
of  
PEOPLE  
on  
YOUR  
MAIL  
ORDER  
GOODS.



## MORE THAN NINETY-NINE MONTHS OF PROFIT.

I have used COMFORT ever since it started, and it never failed to bring an encouraging profit every month.

W. S. RICE, Rupture Cure Specialist.

Smithville, N. Y., January, 1898.

All General Advertising Agents Represent COMFORT.

**W. H. GANNETT, Publisher, Augusta, Maine.**

Boston Office:  
John Hancock Building.

New York Office:  
Tribune Building.

Chicago Office:  
Marquette Building.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXIV.

NEW YORK, AUGUST 10, 1898.

No. 6

## ADVERTISING SUBURBAN REAL ESTATE.

AN INTERVIEW WITH THE ADVERTISING MANAGER OF WOOD, HARMON & CO., THE GREAT SUBURBAN REAL ESTATE OPERATORS.

On Thursday evening, July 7th, there appeared in the *New York World* and *Journal* a half-page real estate ad, announcing the intended sale, in lots, of a property known as "Oak Crest," situated in Brooklyn, between Prospect Park and the ocean. Simultaneously twenty-sheet posters made their appearance on city walls and fences, and both ads were of a character—in display and wording—to attract attention, particularly as the firm advertising was a new one to New Yorkers.

The advertisements fully described the property and the methods of sale. The lots were to be sold on the instalment plan, \$2 down, and from \$1 to \$2 weekly thereafter—according to the location of the lot—until the full amount was paid. The gross value of each lot ranged from \$190 to \$390, from which 10 per cent would be deducted for cash. But there were many unique features in the advertisement, and the firm also being new to New York City, a PRINTERS' INK representative called at their newly opened office, at 240 Broadway, and saw Mr. H. S. Meyers, the advertising manager for Wood, Harmon & Co., the real estate operators.

Asked about his advertising, Mr. Meyers said:

"We are newcomers to New York City, although we have long been known throughout the country as the largest operators of suburban real estate in the world. When I tell you that we have bought, developed and sold sixty-three suburban towns in twenty-four cities of the Union, you will perhaps understand the magnitude of our operations. We have offices in Boston, Lowell, Lynn and Springfield in Massachusetts; in Philadel-

phia, Pittsburg, Scranton and Harrisburg, Pennsylvania; in Hartford, New Haven and New Britain, Connecticut; in Buffalo, Rochester, Syracuse and Auburn, New York, and also in Washington, Baltimore, Portland, Me.; Columbus, O.; Richmond, Va., and Providence and Pawtucket, Rhode Island. We have advertised largely in all those places, and have bought up tracts of property for cash, and sold them at retail, on the instalment plan, in the suburbs of every one of those cities."

"Do you always use half-page ads?"

"No; sometimes we have them much larger, but so long as I can tell my story in half a page I would prefer to have it that size. I would sooner have half a page than a whole one."

"Why?"

"Because you can get a half-page ad into position with reading matter, and then you are likely to secure twice the number of readers. I believe in neat display, and always try to make my ad look as attractive as possible."

"What papers are you using in New York?"

"Only the *Evening Journal* and *Evening World*, and the Sunday editions of those papers, with the *Sunday Herald*."

"Do you think them best for your business?"

"Well, you see we have advertised the opening day for Monday, July 18, but caution the public not to wait for the opening. As a matter of fact, three-fifths of the 720 lots have already been sold since we commenced advertising, last Thursday. We are reasonably certain that all the lots will be sold before the 18th."

"Then why do you call it an opening day?"

"That is part of our method. We must have an objective point. We usually fix on a date about two weeks ahead of the opening, and I can not remember any occasion on which all the property for sale had not been sold before the specified day. We advertise boldly, largely, and, I think, at-

tractively. The prices asked for the lots are low, the terms so easy that the poorest can buy. These facts, together with the other inducements we offer, only need to be properly set before the public in order to get a quick response."

"What are the inducements?"

"They are special features in our method, and the best advertisements we could possibly have. It is well known that all instalment businesses derive their greatest profit from lapsed payments and consequent forfeitures. We don't desire forfeiture money, and therefore our customers enjoy the utmost leniency. Every purchaser of a lot from us, here or elsewhere, receives a contract that, by paying simple interest on the lapsed payments or arrears, we will keep the account in good standing as long as the customer is out of employment from sickness or any other reasonable cause. Again, if such a customer has bought the lot, or lots, with the evident intention of building thereon, and not as a speculation—to wait for a rise and then sell at a profit—we invariably release him from his obligation and refund whatever he has paid, should he be really unable to continue the instalments.

"Another good advertisement for us is this: Should the purchaser die before payment is completed, his or her heirs will be entitled to a deed for the property purchased, without further cost, provided payments have not at any time been more than thirty days in arrears. This, you see, is a system of free life insurance and we take a big risk on it."

"You mention something in your ads, Mr. Meyers, about free car fare to and from the property—what does that mean?"

"That is another good advertising scheme which we have worked everywhere where practicable. We offer to all those who buy and build on the Oak Crest property before March 1st next free electric car transportation from the city here, to and from their homes, for one entire year, and for three years afterwards at about half rates. In the first year alone the customer, if a business man at work daily in the city, would save over \$30 in car fares, and that is quite a consideration. A still greater inducement is that we pay all taxes on the property.

"Here is another novel feature in our advertising and one that has

proved in other places to be a great incentive to buyers. This is embodied in all our ads."

And Mr. Meyers handed me a circular which read:

In order to encourage building and insure a more rapid growth of Oak Crest and secure the co-operation of all our customers in making our suburb an ideal home place, the following prizes will be given:

\$7,200 in gold to builders will be given away to those who purchase lots, build and live there under the following conditions:

In order to secure a prize, the value of the house erected must be \$1,500 or over; it must be commenced before Sept. 1, 1898, and be completed before March 1, 1899, and the house must be a single family house, not one of a block.

The prizes will be graded as follows:		
For the First house completed.....		\$300
" Second " .....		275
" Third " .....		250
" Fourth " .....		225
" Fifth " .....		200
" Sixth " .....		175
" Seventh " .....		150
" Eighth " .....		125

And to the next fifty-five builders \$100 each.

This is certainly an incentive to make an effort to win one of these prizes. A few hundred dollars will mean a good deal in helping to pay the cost of building a home.

We also furnish free plans and specifications to purchasers desiring to build.

"Have you other New York properties to advertise?"

"We have many in view, and as rapidly as we acquire them by purchase we will advertise and push them. We buy for spot cash, parcel out the property immediately, advertise it attractively, and in such a way that it sells quickly, and then look after its development. We are always on the look out for desirable properties, but we never buy any other kind, as we know we couldn't sell them."

"You prepare your own ads, Mr. Meyers?"

"Yes, and also arrange the form of our posters."

"Who places the advertisements for you?"

"In New York Mr. Lyman D. Morse. In some other cities we have placed the advertising through agents, but sometimes we place it direct."

"Are you a reader of PRINTERS' INK, Mr. Meyers?"

"Well, I should say so! I can't imagine any one in the advertising business not reading it!"

JOHN S. GREY.

#### ANOTHER HIT AT THE POSTER GIRL.

The poster girl's face looked pinched and drawn,

But it isn't, bless your heart!

Who'd pinch a damsel as thin as she?

And drawn, of course, she can not be,

There being no drawing in modern art!

—Detroit Journal.



Business will be good this fall.

An advertisement in a daily bears fruit quickly--without any delay.

Everybody who has money to buy things reads a daily paper.

You can get a hundred thousand circulation in a daily paper for less than twenty-five thousand will cost in a weekly.

The best and cheapest way to advertise is to communicate with

**George P. Rowell, 10 Spruce St., N.Y.**

## REMINISCENCES OF A NEWS-PAPER MAN.

*By Ralph H. Waggoner.*

Oh, no, I am not undertaking to-day to cover the broad, the high, the deep subjects indicated in the caption of this article, but to give one man's opinion and the same man's experience.

I tried to secure from the proprietary medicine house he was advertising manager of a contract for a publication which guaranteed circulation of ——— thousand. It would have been a journal suited to his needs, a constituency which he wanted to cater to (in fact at a later period he did do what I sought to induce him to do, under another's more persuasive eloquence) but I could not "close him."

When circulation was named he said "Guaranteed—what does that mean?"

I said: "Such proofs as you need to satisfy you, such as printer's bills, affidavits, paper maker's bills and statements, mailing receipts, etc. What more do you want? What would satisfy you anyhow?"

"Well, I'll tell you. To go to the office, turn every son of a gun out of the counting-room, run the business for a month, and then I might know something about the circulation."

I suggested that his plan might be effective where it could be tried, but not many publishers would furnish such facilities; not even the most enthusiastic circulation affidavit makers have ever tried that plan of making "sixteen million daily issue" accepted by skeptical advertisers.

"Did you ever have a statement of circulation made to you which you received unquestioned?" I asked.

"Oh, yes," he replied, "I was traveling in Texas for this firm years ago, selling goods with a wagon and making advertising contracts with country papers, and in one town I made a sale to the druggist, conditioned on my running half a column in the county paper with his name affixed.

"In my negotiations with the publisher we soon agreed on location and price, and the regulation contract was filled out, all except that little blank at the lower left-hand corner, 'circulation ———,' and when I asked for the figures for that blank he balked.

"Don't make no difference what my circulation is," he said, 'you got the price, and that's all. I ain't going to give no circulation. I ain't going to

have the fellows 'round here know what my circulation is.'

"The objecting Texan was assured that nobody but himself, his visitor and the contract recording clerk at the home office would ever see the contract, and, if he desired, the contract could be completed, signed, inclosed, and the publisher could post it himself to the Northern city.

"Well, if you'll do that, all right. Fill it in four quires."

My narrator cites this as the one case where he was satisfied as to the circulation of a paper without taking possession of the counting-room and running the business for a month.

I remember that when a now defunct weekly changed hands I had in my employ a clerk who had been, until shortly before the sale, a clerk in the circulation department of that weekly. He confided to me as a matter of curiosity, not of business interest, what the true circulation was, for it was in a field which did not interest me personally. The new proprietor announced in four weeks after taking possession:

"Under the new management our circulation has increased twenty-five per cent, and is now 25,000."

As a matter of fact his issue when he took hold was 5,000 copies. (I have changed the exact figures but preserved the proportions.) The publisher who made "a twenty-five per cent increase in four weeks" run his circulation to five times its volume when he bought it is still a publisher in New York, but I believe he does not issue circulation affidavits now.



"COMBINING BUSINESS WITH PLEASURE."

*All the advertising that's fit to read.*

# A Field by itself

**T**HE NEW YORK TIMES occupies a field entirely its own, a field not reached by any other New York morning newspaper. It goes right into the homes of the best citizens of New York and surrounding suburbs. It is the business man's companion at his breakfast table, and is left at home for perusal by the family during the day. It reaches the people who have money to purchase what they need. It is received in thousands of homes that are barred to all other New York dailies.

This field alone should more than pay advertisers, without considering the thousands of readers it has gained through its Sunday Illustrated Magazine, the Monday Financial Supplement and the Saturday Book and Art Supplement. The TIMES is not thrown away; you never see one left behind in a ferry boat or street car.

## The New York Times

*"All the News that's fit to print."*

## STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

*By Chas. F. Jones.*

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

H. C. & J. K. SKELLEY'S  
Department Store,  
McKeesport, Pa.

*Mr. Chas. F. Jones, care PRINTERS' INK,  
New York:*

DEAR SIR—We are regular readers of PRINTERS' INK, and are much interested in your department and your criticisms. We herewith submit a bunch of advertisements for your criticism.

We have the largest store in this city, which has a population of thirty thousand. It is fifteen miles from Pittsburgh. Our strongest competitors are from that city. We have the electric car service every five minutes with a fifteen cent fare. In consequence competition is close. We advertise every day the year round. We expend about \$3,000 per year for advertising. You will notice that we are a department store and advertise several departments under one head.

Any suggestions you may have at your disposal will be thankfully received. Respectfully,

H. C. & J. K. SKELLEY.

The advertisements which I have before me are quite a few in number, but have no particular merits that I can praise, and only a few points which I could really condemn, so I will have to call them about the average used in ordinary department stores where the advertisements are written by some one who has not the authority or the experience to make them up to the standard of department store work in the larger cities like New York, Chicago and Philadelphia. I find it is quite often the case with department store work that the person who attends to the advertising has not the authority to make it as good as he is really able to do. It is surprising, but I believe it is the truth, that half the department stores hamper the man who has charge of the advertising so much that this man does not make the work as good as he could. I do not mean to say by this that the advertisement writer should be allowed to do just as he pleases, because there are very few men who are capable of taking entire charge of the matter, but so many store proprietors hamper their advertisement writer by making him conform to their ideas in the details which are non-essential. I know of one firm that does not give their advertisement writer half a chance, because they insist upon having their advertisements set in old-style type,

which they have been using for half a century. They insist upon him using no cuts, simply because they do not believe it is conservative, as they call it. The advertisement writer, who is really a bright fellow, is capable of making the advertisements much better than they are, if he only had the liberty to go ahead and do so. In the Skelley department store advertising I notice several announcements in which almost the identical same thing is repeated from advertisement to advertisement. Now, if there is anything about department store work that wants to be given attention, it is to see that every advertisement is fresh and up to date. Department store advertising is just like the news in a newspaper. Nobody is very long going to read a newspaper that prints back-date news. If you were to see in the same paper, issue after issue, the same matter written up in identically the same words, you would soon get tired of that paper. Now, a department store that repeats the same advertisement time after time is doing this same foolish trick. Every advertisement ought to be new and fresh, just as new as the news of the day. If the same sale or the same subject has to be touched upon again, the matter should be entirely rewritten in different words and brought out in a different light. There is no excuse for having little paragraphs throughout the advertisement which appeared from issue to issue without change or modification.

\*\*\*

Some one connected with the *Canada Siftings*, published at Russell, Manitoba, sends me some advertisements for criticism. There is nothing particularly good about any of these advertisements, and there are some things which are particularly bad. Here is one quotation which will explain what I mean:

An advertisement in *Siftings* will fill your store with people and empty it of goods. Advertising rates small, results immense.

Now, the *Canada Siftings* may be ever so good a paper and may produce

first-class results, but there is no excuse for any paper on the face of the earth making such a claim as this. It is these very claims which are apt to hurt the advertising business more than they do it good. No advertising publication on the face of the earth can promise any advertiser, whether he uses one advertisement or many advertisements, to fill his store with people and empty it of goods. There are too many other things that go to make up business besides the value of the advertising medium. My advice would be for this publication and every other one to be truthful in its advertising. Get down to facts. Say only things that you really mean and that you know to be true. You can say clearly enough how much circulation you have got, the class of people that read your publication, and the lowness of the price that you charge for your space. You can state that your publication has paid some people and you believe it will pay others, but no man can promise immense results to any advertiser, because he does not know in advance whether the advertiser is going to do his part by making the advertisement right or having the right goods for sale.

\*\*\*

A dry goods merchant of Memphis, Tenn., sends me a couple of reading notices for criticism. These reading notices appeared in the local paper and as far as being written up in reading style they are very well done, but the subject matter of the reading notices to my mind is not apt to do the merchant much good, but prove a boomerang instead. Both of these reading notices are upon a live subject, "The War." One of them states that the merchant laid in such a large stock of goods before the war began that he now has all the goods that he wants for the next year to come, and that he has instructed his buyers not to buy any more goods, but to simply sell the stock on hand. I presume the merchant thinks that as his prices in many lines are low he will catch a whole lot of trade by leading people to believe that as he bought the goods before the prices went up that he can now sell them at lower figures than other merchants who had to buy goods since the prices went up. This is true enough and would be a good thing to dwell upon to a certain extent, but do not attempt to lead people to think

that you have stopped buying. In the dry goods business particularly there are many things that come up that a store must buy in order to be up to date. If all buying is stopped, this is simply a notice to your customers that you are not going to have any of those new things which are often more appreciated by women than low prices; although everybody knows that they think a good deal of low prices. It seems to me to be rather poor policy for a merchant to notify the public that for a year he is only going to sell old goods and that there will be no new goods in stock, so it will not be worth while to come for them.

The next reading notice is worse than the first one. It makes a statement that the merchant has forbidden all his employees to enlist under the penalty of losing their positions, simply because he expects to be so very busy for the next six months on account of his low prices that he can not spare any of his people. Now whether this is true or not I think it is a very bad reading notice and a very bad reputation for a merchant to have. Everybody loves patriotism, and although they may not practice it themselves they love to see it in other people, and they are pretty apt to feel a contempt for the merchant who would have so little love for his country as to discharge his employees who might wish to enlist.

This merchant I am afraid believes as Barnum did, that it does not matter how people talk about you, so they talk, but I think he will find that the talk arising from these two reading notices will be apt to do him more harm than good. I believe that reading notices are good things if upon proper subjects, but the merchant's worst enemy could not ask for reading notices that will accomplish more bad results than these.

\*\*\*

I have recently received a number of anonymous communications asking questions, and I would like to state that I do not care to answer in this department anonymous communications. I have already stated quite frequently that where persons wished to ask questions and did not care for their identity to be known that I would gladly omit their names, only using such part of the communication as would be necessary for them to get the answer that belonged to them, but

in each and every case I must request that all persons asking questions would sign their name as an evidence of good faith. If you do not state in your letter that you have no objection to my using your name, I shall probably print it; but if you wish your name left out all you have got to do is to say so, but your correct name and address must accompany a letter or I will be compelled to put it in the waste basket.

\*\*\*

NEW YORK, —, —, —.

Mr. Charles F. Jones, New York:

DEAR SIR—We are very much interested in your "Store Management" department in *PRINTERS' INK*, and have also heard of you through other means, and we think you can perhaps help us in getting the kind of an employee that we want. We have a store in a Western city which is growing very rapidly. We began five years ago, buying out a concern that did a business of \$50,000 a year, and have now worked up a business of about \$300,000 a year. We propose to spend next year \$25,000 in advertising, and we want a first-class man who is capable of taking entire charge of it and of also acting as superintendent for the store. We are willing to pay such a man \$15 a week to start. We know you have furnished several other stores with good advertising men, and will be very much obliged if you can assist us in getting the man that we are in need of. Respectfully,

Here is a concern that is certainly penny wise and pound foolish. Their business seems to have grown very rapidly under their own management, and now they propose to turn the management of affairs over to some man that they can have for \$15 a week. They want a man to spend \$25,000 a year for them judiciously, and they expect to pay him \$780 for doing it. I wonder if this firm really thinks for a moment that they can hire a man for \$15 a week who is capable of rightly handling such a business? These are the very kind of people, who are like another man I recently met who told me that he did not believe there was an advertisement writer in the world that knew anything, or if he did know anything he was not honest enough to be intrusted with responsible work. I asked him how much he spent a year in advertising, and he told me nearly \$150,000. I then asked him how much he paid his present advertisement writer, and he said \$30 a week. Comment is unnecessary. The man who can be employed to handle \$25,000 worth of retail advertising on a salary of \$15 a week really would not have the least conception in the world of how to expend the amount judiciously. The firm would nominally be paying him \$15 a week to abso-

lutely waste for them perhaps more than \$1,000 a week of the sums which he might spend. How much better and how much more economical it would be to pay a really good man a fair salary and have the work attended to properly. If the man employed at \$15 a week was honest, his lack of experience and lack of judgment would lead him to throw away, as I have said, a great deal more than the cost of a better man. If the man was not honest what an opportunity he would have with \$25,000 at his command to steal a good deal more than the salary that a better and honest man would cost? The Bible says: "The laborer is worthy of his hire." An advertising man is either worthy of a salary in proportion to the responsibilities which he has to assume, or he is not a fit advertising man to have at any price.

\*\*\*

I am in receipt of a booklet from the South Dakota Retail Merchants' Association. This booklet gives the history and object of this combination, and I believe it is a good thing. I will quote one or two paragraphs from the booklet:

The merchants of this association do not fear competition nor seek legislation which will be to the detriment or disadvantage of any class.

It is not the sense of this association to effect any combination having as its object the controlling of market values of commodities.

This organization aims to improve and increase the business of the merchants of South Dakota.

Whatever grievance any merchant may have is a matter of concern to the association, and should be communicated to the secretary. Neither is it any less the duty of members to offer advice, if they have any, that each may benefit by the wisdom of all.

The association has 722 members scattered throughout the State, and they are going to hold a convention at Huron, Dakota, some time during the summer. At the convention there will be addresses on various subjects which show the points upon which the association is to be a benefit to its members. A few of the subjects for discussion are: Loyalty, Thrift in Store-keeping, The Cash System, Reciprocity—the duty we owe, Sociability; Relations of Competition, The Recreation of the Business Man, Early Closing, etc., etc. I believe an association of business men of this sort would be a help to any State, as the booklet states that it does not seek to effect legislation, but simply help improve and increase business of the merchants of South Dakota.

ADVERTISERS • WHICH • REACH • THE • HOME • CIRCULATION • BRING • RESULTS

**YOU**

are a long way from San Francisco.

How do you estimate the value of its papers?

By the **CLAIMS OF THE PUBLISHERS?**

Then you are open to the reception of **FALSE STATEMENTS.**

By the returns from your cash outlay?

You **can not** directly trace results if you are a general advertiser.

There is only **ONE WAY** you may know positively which foreign paper is the best.

The relative amount of patronage bestowed by

## Home Advertisers

is the true criterion.

The ...

San Francisco

**CALL**

Prints more inches of display advertisements every month than any other San Francisco paper.

Does this argument of fact present any attraction to you?

THE CALL'S circulation exceeds 50,000 copies daily—several thousand more actual paying subscribers than rivals claiming nearly double the number.

Being the cleanest daily on the Pacific Coast it has the

## Great Home Circulation.

Prints all the news worth printing; has a superior local and foreign staff; possesses a typographical excellence unsurpassed in America.

Yours, at reasonable rates,

**The San Francisco Call.**

W. S. Leake, Mgr., San Francisco, Cal.

EASTERN REPRESENTATIVE:

DAVID ALLEN, New York,  
188 World Building.

C. GEORGE KROGNESS, Chicago,  
Marquette Building.



## THE ALLEGED EXPERT.

On February 9, 1898, the New York Times made the following offer in an advertisement in PRINTERS' INK:

The New York Times desires the service of the advertising expert who is most competent to express the great value of the New York Times to American advertisers. To the advertising expert who will prepare for insertion in PRINTERS' INK, on this page, the best exposition of the great value of the New York Times to American advertisers, the New York Times will pay \$100.

Inasmuch as several advertising experts may compete for this prize, and only one can win it, and, inasmuch as several unsuccessful competitors may furnish very excellent advertisements, though necessarily unsuccessful on account of being number two instead of number one, and inasmuch as the New York Times may be glad to make use of the efforts of several of the productions of the unsuccessful advertising experts, the New York Times hereby agrees to pay \$5 for every advertisement submitted which recommends itself to its own advertising expert as of sufficient value to be worth using in this space, which costs \$125 for each and every issue.

Sample copies of the New York Times, showing its features—the Sunday Illustrated Magazine, the Monday Financial Supplement, the Saturday Book and Art Supplement and "all the news that's fit to print" every day—will be forwarded on application.

Address all communications to the New York Times, "all the news that's fit to print."

In response to this offer 211 advertisements were submitted to the Times. These contributions were numbered and were examined by a committee of New York Times men, who selected 14 advertisements which they thought were the best of the lot. These advertisements were then presented to the publisher of the Times, who decided that none of them fairly met his view of what an advertisement setting forth the advantages of the New York Times should be, but, as long as the prize had to be awarded to some one, he thought the ad most entitled to it was No. 120, which, upon investigation, was found to have been written by Mr. Wm. Johnston, Manager of Printers' Ink Press, 10 Spruce street, New York. This was, in his judgment, the best submitted. These fourteen advertisements appear reproduced in this article. The winning ad appears as the regular advertisement of the Times in the present issue.

Desiring to discover, however, whether any one else shared his views, the publisher of the Times suggested that all the advertisements be submitted to PRINTERS' INK, and that the editor of that publication should be asked his opinion as to whom the \$100 for the best advertisement should be given. That gentleman found several

## AN OUNCE OF GOLD

IS WORTH MORE THAN

## A POUND OF BRASS

If you want the larger quantity—the brass—of circulation, advertise in the sensational "yellow" journals.

If you want the select quality—the gold—of circulation, advertise in a newspaper that goes into the homes of refined people.

Such a newspaper is

## The New York Times

It is truthful, fearless and progressive, and is read in exclusive homes from which all other newspapers are barred. Its Sunday Illustrated Magazine, Monday Financial Supplement and Saturday Book and Art Supplement have largely helped the recent increase in its circulation.

## THE NEW YORK TIMES

—All the News That's Fit to Print.

No. 120.—John S. Grey, N. Y.

—All the advertising that's fit to print.

## A Field by itself

THE NEW YORK TIMES occupies a field entirely its own, a field not reached by any other New York morning newspaper. It goes right into the homes of the best citizens of New York and surrounding suburbs. It is the business man's companion at his breakfast table, and is left at home for perusal by the family during the day. It reaches the people who have money to purchase what they need. It is received in thousands of homes that are barred to all other New York dailies.

This field alone should more than pay advertisers without considering the thousands of readers it has gained through its Sunday Illustrated Magazine, the Monday Financial Supplement and the Saturday Book and Art Supplement. The TIMES is not thrown away; you never see one left behind in a ferry boat or street car.

## The New York Times

—All the News That's Fit to Print.

No. 120.—Wm. Johnston, N. Y.



Successful advertising is advertising in mediums that reach buyers.

There is no secret about it, nothing but the exercise of common sense.

A truthful, well prepared ad, in the right medium, will draw business, as a magnet draws filings.

## THE NEW YORK TIMES

PRINTS

"ALL THE NEWS THAT'S FIT TO PRINT"

It prints a special supplement devoted to literature and art Saturdays, a financial supplement Mondays, and the handsomest illustrated readable magazine supplement printed anywhere on Sundays.

Its circulation is growing, and the growth is of a permanent nature among those whom advertisers know are buyers.

THE TIMES is its own best advertisement.

The advertiser who studies its quality and circulation will advertise in it. Free copies may be had for the asking.

No. 12.—John Outler, Newton, Mass.

## Advertising:

It produces results—it pays inevitably whenever the merits of a good article are properly presented to the right kind of people.

## The Right Kind

of people read the right kind of a newspaper, one that is not sensational; that prints the news—clean and truthful news—of the war, the world, the country over and the city; that presents able editorial views and comment; a Saturday Review of Books and Literature; every Sunday an Illustrated Magazine of interesting reading and attractive pictures.

## Pays—

It pays to advertise in such a newspaper, it goes to the home; it holds its readers, more and more of them, by its own merit and their approval; it is read throughout; every column has its influence. Such a newspaper is

## The New York Times

PRINTING DAILY

"All the News That's Fit to Print"

No. 211.—Wm. M. Bangs, Rochester, N. Y.

# If The New York Times

did not contain such special features as its Saturday Book and Art Supplement, its Illustrated Sunday Magazine, its Monday Financial Supplement, it would still appeal most strongly to advertisers, for it has proclaimed as its standard that splendid motto, "All the News That's Fit to Print." It not only proclaims it, but lives up to it, it dares to do right and does it—it likes to be decent and is.

The people who read a paper of this class are the buyers of merchandise.

No. 55.—R. W. Jennings, N. Y.

*All the advertisers that's fit to be read.*

# Why!

should advertisers use  
The New York Times?

## Because

*It's a class newspaper.*

—Independent in politics—  
an authority in both city and nation—the companion of the business man at his breakfast table, to be left at home for perusal by the family during the day. It is a paper for the refined and cultured citizens of Greater New York. It has a field entirely its own, and reaches a class of people that can not be reached by any other New York daily.

That is the reason why the best and shrewdest advertisers use

## The New York Times

*"All the News That's Fit to Print."*

No. 119.—Wm. Johnston, N. Y.

## Note these Facts:

I  
The purchaser of a sensational journal has so often been deceived as to the truth and accuracy of the news supplied to him that he is inclined to be skeptical as to what he reads. An attitude that is apt to extend to the advertisements; moreover the monstrosities of "make-up" in the sensational journal compel him to skip from the first to the fifth or sixth page, thence to the tenth and so on, in order to follow a single article. The result is that advertisements which would have interested him had he not been compelled to devote three-quarters of his time to finding his place and refolding his paper, escape attention.

II  
The reader of *The New York Times* has no such difficulties to contend with. He has no distrust of his paper's accuracy. He gets his news in a compact manner, which gives him some leisure to examine the advertisements. His time is not primarily devoted to turning pages in order to find the continuation of some article. There is a certain competency about his newspaper reading which gives him a chance to read and reflect over any business announcement that meets his attention.

III  
MORAL: Advertise in the *Times*.

Sample copies of The New York Times, showing its features—The Sunday Illustrated Supplement, the Sunday Financial Supplement, The Sunday Book and Art Supplement and "all the news that's fit to print" every day—will be furnished on application.

Address all communications to  
**THE NEW YORK TIMES**  
*All the News That's Fit to Print.*

No. 88.—Oscar Herzberg, N. Y.

## To Advertisers:

If you are a reader of *THE NEW YORK TIMES*, nothing which we can say here will make you appreciate it more.

If you are not a reader send for and examine a copy, and see whether people who are attracted by such a newspaper are not good customers for you to secure.

Sample copies of The New York Times, showing its features—The Sunday Illustrated Supplement, the Sunday Financial Supplement, The Sunday Book and Art Supplement and "all the news that's fit to print" every day—will be furnished on application.

Address all communications to  
**THE NEW YORK TIMES**  
*All the News That's Fit to Print.*

No. 87.—Oscar Herzberg, N. Y.

One of the best indications of a newspaper's value to advertisers is that its circulation increases merely on its merits, without any resort to schemes or sensationalism of any kind.

## The New York Times

is such a medium. Under its present management its circulation has constantly grown larger. No methods to secure this result have been resorted to save publishing a clean, up-to-date paper and striving to make it better every day. The Sunday edition is accompanied by a beautiful and refined Sunday Magazine, the Monday edition contains a Financial Supplement and the Saturday edition includes a Book and Art Supplement that is full of information on literary and art subjects. Specimens of all these will be sent freely to every applicant.

Address all communications to  
**The New York Times**  
*"All the News That's Fit to Print."*

No. 86.—Oscar Herzberg, N. Y.

The best advertisement of the *NEW YORK TIMES* is a copy of it.

Send for one and judge for yourself.

A paper that eschews all sensationalism and still finds its circulation increasing constantly and steadily, is certainly worth attention as an advertising medium.

Sample copies of The New York Times, showing its features—The Sunday Illustrated Supplement, the Sunday Financial Supplement, The Sunday Book and Art Supplement and "all the news that's fit to print" every day—will be furnished on application.

Address all communications to  
**THE NEW YORK TIMES**  
*All the News That's Fit to Print.*

No. 85.—Oscar Herzberg, N. Y.



of his own efforts among the selected ones, and consequently felt a delicacy in having anything to do with the decision. He therefore put the selected advertisements on the desk of the senior publisher of PRINTERS' INK, leaving the matter in the latter's hands. He expressed the personal opinion, however, that an advertisement of his own (No. 88) was best, but that the one selected by the *Times* would be his second choice, and was really his choice when he excluded his own from consideration, as he had done.

The publisher, upon examining the advertisements, speedily came to the conclusion that all were worthless, and said he could write a better advertisement than any of those offered, and prepared the following:

#### THE TIMES.

In New York and elsewhere there are many buyers who have money wherewith to buy.

Such as don't live in New York go there sometimes and send orders at other times.

They read the New York Times.

The Times is the journal of the home, the mouthpiece of the conservative, the respectable, the well-to-do.

The New York Times merits the attention of advertisers.

He said he thought the award was due him, although, of course, he would not accept the money. And thus the matter stood when the editor of PRINTERS' INK returned in desperation to the office of the New York Times. He thought his ad was best; the senior publisher of PRINTERS' INK thought he was entitled to the prize, and they seemed to agree that, if neither of them received it, Wm. Johnston, the foreman of PRINTERS' INK, was entitled to it.

The publisher of the New York Times, thus strengthened in his original selection, announced that the best of all the advertisements submitted, that of Mr. Wm. Johnston, No. 120, had won the prize.

At the same time he announced that he did not intend to purchase any of the advertisements submitted, save the prize winner, not considering any of the others adapted to his purpose. He promptly mailed a check to William Johnston, who replied as follows:

PRINTERS' INK PRESS,  
Wm. Johnston, Manager.  
Advertisements Attractively Displayed.  
All kinds of Book and Job Printing  
Promptly Executed.

NEW YORK, July 29, 1898.

Publisher of Times, New York:

DEAR SIR—I beg to acknowledge receipt of your check for \$100 as winner of your competi-

tion, and thank you for the same. I was agreeably surprised, but naturally think you have secured a bargain for the money. Very truly yours,  
WM. JOHNSTON.

#### CARDS IN PARIS STORES.

It is not going too far to say that in Paris the social status of a store may be decided on this alone. At all first-class, and even many of the second-class establishments, the expense of fresh, elegantly printed cards is never begrudged, and when these are carelessly got up or are allowed to remain on view after they are soiled the storekeeper either writes himself down an incompetent business man or runs the risk of being considered on the high road to bankruptcy. At most of the special shops, and also in the best windows at the big novelty stores, price tickets are dispensed with. But not so all cards. The latest new name of a fashionable material or color written on a narrow card, straight or curved, does not vulgarize the show, while it is very useful in drawing attention to any particular exhibit. In the interior placards meet the eye at every turn, now hung over a counter and describing the goods beneath, now at the entrances of galleries and halls to direct the customer which way to turn his footsteps. These placards are much larger than those used in the windows, and when intended to be hung much above the line of vision the lettering is at least a foot high.—*Dry Goods Economist, New York.*



A BOSTON POSTER.

# Who Do The Best Advertising?

If you are interested in advertising you doubtless have an opinion concerning the comparative merit of the advertising efforts of a considerable number of the conspicuous general advertisers of to-day. You have your opinion as to which uses the best, the most convincing announcements, gets them up in the best shape and places them with the greatest judgment. If you have such opinions PRINTERS' INK desires you to write in the space below the names of three, four, six or more advertisers who appear to you to be doing excellent and effective work.

---



---



---



---

## Who is Best of All?

After you have filled in above the names of as many advertisers as occur to you whose work appears to you to be specially meritorious, please look them over carefully and then write in the space below the name of the ONE you believe is doing the best work as an advertiser and tell if you can what it is about his advertising that has induced you to give it preference over all others.

---

This application will be reprinted from time to time and a record of the votes will be kept. By and by the conclusions or some of them will be published in these pages. The outcome will not be destitute of interest to advertisers generally and can not fail to be particularly pleasing to the advertising manager whose work the consensus of opinion shall declare to be the best.

Write your name and address below and then tear out this page and mail it in a sealed envelope to PRINTERS' INK, New York.

---



---

IF YOU WISH TO PRESERVE PRINTERS' INK FOR FILING, WRITE A LETTER CONVEYING THE INFORMATION ASKED FOR.

### PLATT'S CHLORIDES.

HOW IT HAS BEEN AND IS BEING INTRODUCED TO THE CONSUMER THROUGH THE INSTRUMENTALITY OF PHYSICIANS.

The story of the advertising of Platt's Chlorides is decidedly more in-

and creosote in its various forms, would yet possess all the virtues of each. He succeeded in 1880, and placed upon the market the product with which his name has ever since been associated.

A reporter for PRINTERS' INK, who called upon him recently at his office, 36 Platt street, this city, found him dis-



### SICK-ROOM ISOLATION

The method illustrated above was advocated by Dr. Malcolm McLean, of New York, in an article published in the "Medical Record" about ten years ago.

Since then many eminent physicians have reported favorable results from the plan suggested—one of them, Dr. Richardson Gray, of East Orange, N. J., writes as follows:

"When my child had Diphtheria, two sheets were fastened to the doorway of the sick-room—one inside and one outside—and these were constantly kept wet with Platt's Chlorides. The sick-room was disinfected thoroughly, but the other rooms of the house were not. My other children returned, but no more Diphtheria occurred, and has not up to the present time. This circumstance happened eight years ago. I believe that Platt's Chlorides will prevent the spread of disease germs, if properly used."

The preparation mentioned is an odorless, colorless liquid, and is free from any objectionable features.

teresting than the limited space which can be accorded to it may indicate.

In 1878 Mr. Henry B. Platt began experimenting to obtain some disinfectant which, while being free from the objections of existing deodorizers, such as chloride of lime, carbolic acid,

posed not to deprecate the difficulties which he encountered at the outset. Said Mr. Platt:

"It took four or five years to make the doctors believe that the Chlorides were right. During this period I advertised persistently in a great number

of medical publications. My design throughout was to reach the consumer through the instrumentality of the doctor. As early as '85 we were in possession of such substantial approbation from physicians that we sent out any number of this fac-simile petition advertisement."

And Mr. Platt handed me what appeared to be a parchment sheet containing the indorsements of prominent physicians, beginning with Dr. Loomis, and containing no less than eighty names.

"We still use this extensively, and find it has good effect. We still put out all recommendations which are specific, in other forms, of course."

"When did you begin to use general mediums?"

"Not until 1892 and 1893."

"What were the character of these?"

"We use only high-class publications, for it is a lamentable fact that just where our Chlorides are most needed—among the poor and squalid—they are the least used. It is only among cultured and refined people that they are in demand on their merits. So that when our advertisements are not addressed to physicians it is useless to bring them to the attention of any but the best lay people. Among other mediums are such magazines as *Harper's*, the *Century*, *Scribner's*, *Godey's*, *McClure's*, the *Cosmopolitan* and *Youth's Companion*, any number of household and health journals, and the better dailies in most of the large cities—Boston, Philadelphia, Chicago, St. Louis, New Orleans, Cincinnati, San Francisco."

"How about special publications like the humorous weeklies, the fashion papers, and the suburban press?"

"To a very limited extent."

"Have you used hoardings or the L. and surface cars?"

"Never used the former, but have tried both of the latter, but not to our satisfaction."

"Have you employed any novelties?"

"Only a very few, and then only desk articles for physicians, such as blotting rollers. For druggists' windows we have employed one little papier-mache figure, that of a nurse applying some of the Chlorides from a fac-simile bottle to a towel. On the whole, I deprecate the use of these and similar agencies and methods."

"I presume you send out booklets and circulars?"

"Only to doctors. We have a list

of 85,000 physicians, and we send them literature about four times every year. More than 23,000 doctors have already indorsed the Chlorides. We seldom receive inquiries from other than doctors, but invariably send a small sample bottle when requested, in addition to literature."

"Don't you try to get at druggists?"

"Oh, yes; but only by a personal canvass. That is a systematic method of ours. But we always fall back on the doctors. With their approval, the rest comes comparatively easy. For instance, we have St. Louis solid through this. We could show similar results from other cities."

And Mr. Platt opened out a long, narrow strip of paper containing the indorsements of 166 St. Louis physicians. (I counted them.)

"Then, too, and that is a great aid, Platt's Chlorides have been adopted by any number of Boards of Health and similar bodies throughout the land. That, of course, reacts to our advantage, for it is a good advertisement."

"What dailies do you employ in this city?"

"Those which we consider the best only. The *Tribune*, the *Times*, the *Sun*, the *Evening Post*, the *Mail and Express* and the *Commercial Advertiser*."

"Do you use display?"

"We have done so sometimes, but in the dailies we have usually run to short reading notices. In display in the dailies it is our aim to get only the best, and so we generally take preferred positions. Our space in these has mostly been four inches, single column. In the magazines we generally take a half page, while in medical publications we do not take less than a half page, and often take a full one. Our trade-mark, 'Platt's Chlorides—the True Disinfectant,' we aim always to keep in evidence, and this persistency, I know, has familiarized it to entire America."

"Mr. Platt, would you mind telling the readers of PRINTERS' INK how much your yearly advertising outlay is?"

"I would not like to mention any amount. Besides, we have no special outlay, that depending so much on the condition of the health of the country. That brings up another thought. Many people think that there are seasons for the Chlorides. Of course spring and fall house-cleaning make somewhat of a demand, but not a great one. We have no



regular seasons, but when an epidemic of contagious disease breaks out it gives us a special opportunity to push the merits of our Chlorides. We are not slow then to place our virtues before the doctors, and reasonably soon after such an epidemic we find a heavier demand for our product. Our great aim is to establish the common sense of the use of the Chlorides. In case of sickness our desire is to destroy the malaria of the sick-room and give in its place pure air for the patient to breathe, believing that to be absolutely essential. That is the fundamental truth of our advertising, and what we always strive to bring out."

J. W. SCHWARTZ.

#### WEAKNESS OF WEEKLIES.

The *National Tribune*, of Washington, D. C., which guarantees a circulation of 110,000, used to charge \$1 a line for advertisements, but has made a special flat rate of 20 cents a line for the summer. This bold stroke has made some of the old-time publishers of weeklies open their eyes. They don't like it a bit. When they go after business and quote the ancient rate, they are met by the question:

"What do you mean by asking so much, when I can get space in the *National Tribune* for 20 cents a line?"

"Now that a precedent has been established," said a well-known New York advertiser, "I hope to see other weeklies in line. In the old days advertisers got a handsome return for their money invested in weeklies. I am talking of weeklies of special classes—religious papers, fashion papers, story papers. I don't speak of the weekly devoted to current news, for that in a large measure has been supplanted by the cheap daily.

"That the weekly does not get its share of the best advertising to-day is the publisher's own fault. He has not learned that the world is moving along, and he sticks to a rate-card that arose from conditions as dead to-day as the woolly rhinoceros. The weekly *Toledo Blade* wants 70 cents a line for its space. The *Chicago Inter-Ocean* wants 75 cents, and the *New York Tribune* asks \$1. The excuse for these charges ceased when the price of paper dropped from 10 cents a pound to 2½ and 3.

"Go to an advertiser with your weekly, and he tells you that you are asking from ½ of a cent to 1 cent a line a thousand. He can get space in a daily for from 1-5 of a cent to 1-20.—*The National Advertiser*."

#### DAILY LAW JOURNALS.

The second annual meeting of the American Court Press Association has been called for the 25th day of August, 1898, at the Great Northern Hotel, Chicago. The association is composed of fifteen daily court journals of the large cities of the United States, as follows: *New York Law Journal*, *Chicago Daily Law Bulletin*, *Real Estate and Court Record* (Washington, D. C.), *The Court Index* (Cincinnati, O.), *Mercantile Review* (Buffalo, N. Y.), *St. Louis Daily Record*, *Daily Record* (Baltimore, Md.), *Daily Record* (Kansas City, Mo.), *Detroit Legal News*, *Abstract and Record* (Cleveland, O.), *San Francisco Law Journal*, *Daily Reporter* (Indianapolis, Ind.), *Toledo Legal News*, *Omaha Law and Mercantile Reporter*, *Commercial Recorder* (San Antonio, Tex.).

#### TO HELP EXPORTERS.

Dr. Edmund Cobbe, of the Philadelphia commercial museums, is urging Pennsylvania manufacturers to avail themselves of card index cabinets, to be placed in the chambers of commerce of thirty cities in the newer and growing markets of South Africa, Australia, China, Japan, South and Central America and Mexico, which will contain the names of American manufacturers making goods suitable for export, classified and placed under proper headings. In speaking of it Dr. Cobbe said:

"Thirty of these card cabinets of 90,000 cards each will give our producers a good and cheap advertisement in the cities where they will be placed. Each firm will have five cards in the cabinet, arranged on the order of the card cataloguing in the large libraries. They will be kept in order by one of our correspondents. He will make all the changes, additions and alterations necessary. We can increase, undoubtedly, our sales in these new markets to over \$1,000,000,000. But our merchants must lay aside their fear. They are afraid of the revolutions and other disturbances which are magnified for their benefit by the people who are making millions there now. We need not only to sell our products at those places, but we want ships to carry them and we want banks in the seven important cities—Para, Pernambuco, Bahia, Rio Janeiro, Santos, Montevideo and Buenos Ayres. After we have our ships and the banks we want the Nicaragua Canal cut through. If it were there now Great Britain would take the trade."—*National Advertiser*.

#### TRUE.

One step won't take you very far—  
You've got to keep on walking;  
One word won't tell folks what you are—  
You've got to keep on talking;  
One inch won't make you very tall—  
You've got to keep on growing;  
One little "ad" won't do it all—  
You've got to keep 'em going.

—Exchange.

#### POSSIBLE ADVERTISING MEDIUMS.





THE KIND OF QUANTITY  
THAT QUALITY BRINGS...

## HOW....

The Des Moines LEADER achieved  
double the circulation of any morn-  
ing paper in Iowa. . . . .

By printing the best newspaper in its field. The  
LEADER management believes in and practices  
the theory that a newspaper must grow on its  
merits as a newspaper alone, and that the standard  
of quality must ever be kept at the forefront.  
*The LEADER's wonderful advancement proves  
the correctness of the theory.* . . . . .

# THE LEADER

Holds the phenomenal record of having quad-  
rupled its circulation in less than three years.  
This, notwithstanding its subscription price has  
been held firmly to \$6.00 per year, while all  
other Des Moines dailies have reduced their  
prices. No premiums have been given, no boom-  
ing methods used. . . . .

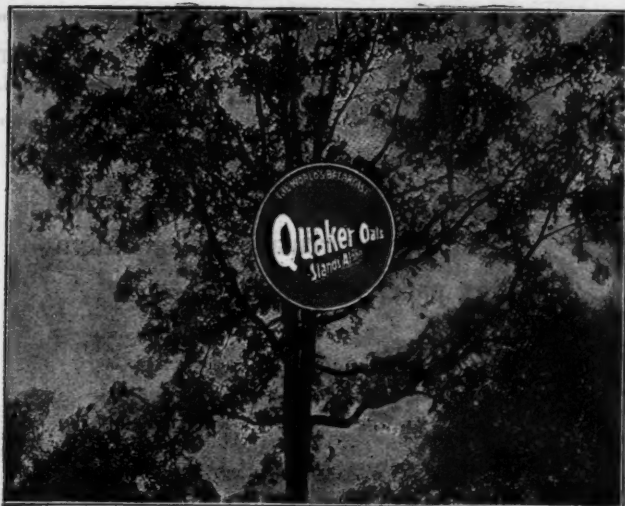
---

## THE DES MOINES LEADER,

STRAUSS & DAWSON, Proprietors.

W. WARD DAMON,  
127 Tribune Building, New York City.  
Eastern Manager.

HORACE M. FORD,  
905 Boyce Building, Chicago,  
Western Manager.



WM. GOESSLING, of 3231 North Broadway, St. Louis, sends PRINTERS' INK the picture here reproduced, accompanied by this information :

On July 5th inst. I was granted U. S. letters patent No. 606,933 on a new advertising device as illustrated upon the inclosed cut. Considering that you are interested in new and modern advertising mediums I wish to present to you the merits and advantages of my invention. This sign is quite simple and durable, its striking features being the oddity and novelty of advertising on trees and poles. The construction of this sign and hanger consists of  $\frac{3}{4}$ -inch gas pipe tubing with clamp around the trunk of the tree (bolted); the length of the pipe, or arm, projecting flush with the foliage of the tree, supported by either an upper or lower brace of same material and fastenings. The sign proper is a round, spiral five feet in diameter, made of No. 22 galvanized iron, with a core or socket soldered on inside center to receive end of gas pipe tube, through which a bolt is dropped, which fastens the sign. To change or transfer this sign, raise this bolt, slip the new sign in place of the former, and again fasten with same bolt, all of which is but a minute's work. The cost of manufacturing this sign and hanger is about \$5 per set, when ordering in large quantities. The trees may be rented or leased from

owners, tenants or real estate agents in your city at an average of about \$5 per annum, and allowing, say, about \$5 per year for each tree for the general expense of painting, changing, etc., making the entire annual expense not to exceed \$15 per tree each year.

For the economical management of this business, I would suggest that a double set of signs be maintained for each tree. While one of them is at work displaying ads, the other remains in the shop awaiting to be changed. As all painting is done indoors the artist can execute neater work than those who are often exposed to the elements in inclement weather, high and dangerous climbing on scaffolds, etc.

Owners of vacant lots often object to the erection of high bulletin boards on their property, because it obstructs the view of the lot, thereby rendering it unsaleable. The tree sign does not only remove this objection, but, on the contrary, beautifies the appearance.

I have tested the practicability of this sign by stringing a five-foot sign on a tree at one of the highest points in St. Louis County, at a height of thirty feet, exposing same to the recent cyclones, and it has successfully and staunchly withstood all of the storms and remains in perfect condition.

I am now offering for sale exclusive city or State rights under this patent, running for seventeen years from July 5, 1895, and will quote you figures on application.

#### ABOUT THE FLAG.

Respect for the flag will not be increased by prohibiting its use in an advertising way any more than respect for the Bible would be injured by making it a misdemeanor to quote from the Scriptures in order to illustrate a purely secular argument. The "Stars and Stripes" need no artificial protection. Their best protection is the hearts that beat the faster at the sight of them. The flag has never been more widely used for advertising purposes than it is to-day; yet never has it evoked more enthusiasm and patriotic ardor. From almost every house-top we see it floating, the beloved emblem

of a nation that has given men a chance to develop themselves, each in his own best way!—PRINTERS' INK.

The *Weekly* agrees with this view. No display of the flag in a window, or as a decoration for a showcard, or an illustration for an advertisement degrades it. To carry it into ordinary business affairs in such ways is but another method of manifesting devotion to it and to all it represents. Defacing the flag is another matter, and may be offensive. To pay it homage in the walks of business is not disgusting, any more than to float it above a dance or a Sunday school picnic.—*Jewelers' Weekly*.

**Average** Circulation for June, **51,193**

---

Its nearest rival is far behind. The greatest medium for reaching the people of the Northwest is the

## **Minneapolis Journal**

Advertisers believe in it because it brings the best results.

Compare it with the other dailies in the Northwest and you will see why.

---

For rates, etc., apply to

**R. A. CRAIG,**

In charge of Foreign Advertising,  
41 Times Building, NEW YORK. 87 Washington Street, CHICAGO.

## WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—Psalm cxvi., 11.

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

## ARKANSAS.

Fort Smith (Ark.) *Elevator* (1).—Largest circulation in the State.

## CALIFORNIA.

Los Angeles (Cal.) *Evening Express* (1).—The *Evening Express* prints from 13,000 to 15,000 copies daily, depending on the nature of the war news, and these papers are all delivered to actual subscribers or are sold by newsboys on the streets. The *Evening Express* guarantees its advertisers a larger percentage of its total circulation in the homes of Southern California than any other Los Angeles newspaper has. The *Evening Express* is the only newspaper in Los Angeles which publicly invites advertisers to call at its business office and inspect its circulation claims.

## CONNECTICUT.

Bridgeport (Conn.) *Evening News* (1).—A one-cent newspaper, alive in everything. Largest circulation in Bridgeport.

## ILLINOIS.

Chicago (Ill.) *Journal of the American Medical Association* (2).—At the recent meeting of the American Medical Association 500 additional members were enrolled. This brings our weekly circulation up to 11,000 copies. Sworn detailed statement furnished if desired.

## IOWA.

Charles City (Ia.) *Herald* (2).—We do not claim to have as large a circulation as that given to some of our contemporaries by your Directory, but we do claim to have the largest circulation of any paper published in Charles City, and can prove it, if they will give us a chance. Our motto: "Books Open to Advertisers."

## KANSAS.

Newton (Kans.) *Kansas Endeavorer* (2).—Being the only representative of the 40,000 Christian Endeavorers of the State, it is received and read in more than 4,000 homes and read very thoroughly because each subscriber is interested in its entire contents. The *Kansas Endeavorer's* readers are well-to-do people, and are able to buy what they want.

## MAINE.

Augusta (Me.) *American Woman* (1).—We guarantee at least 400,000 copies each issue.

## MARYLAND.

Baltimore (Md.) *News* (1).—The United States Fidelity and Guaranty Company, home office corner Calvert and German streets, Baltimore, Md. BALTIMORE, July 1, 1898: The United States Fidelity and Guaranty Company of Baltimore (with resources of over \$2,000,000) hereby certifies that it has by its expert examiner proven and attested the circulation records

## EXPLANATIONS.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

of the Evening News Publishing Company, and hereby certifies and guarantees that the daily average paid circulation of the *Baltimore News* for the semi-annual period extending from January 1, 1898, to June 30, 1898, is 34,423 copies; all exchanges, copies used by employees, returned papers and all other copies not actually paid for in cash are omitted from the above figures. The United States Fidelity and Guaranty Company. JOHN R. BLAND, President; GEORGE R. CALLIS, Secretary. The value of the *News* to advertisers is partly, but by no means completely, indicated by this handsome figure. The *News* is eminently a home paper. Practically every copy goes to a home and stays there, to be read at a time of day when there is leisure for reading. The advantage of having every purchaser to act as a carrier to take his paper home is possessed only by an evening paper. Not only does the 34,422 circulation represent at least 100,000 readers, but each of these readers devotes more time to his paper than can be expected to be the case with any but an afternoon paper. And the *News* can claim, without boasting, not only that its readers welcome it as a daily visitor, but that a large proportion of them are sincerely attached to the paper. The growth of the *News'* circulation has been continuous since the first of the year. It has been stimulated very much by the one-cent price and the extraordinary news during the past two months. But there has been no effort to swell circulation by catch-penny extras or sensationalism in any form. The *News* makes the claim today, subject to expert and responsible investigation, that its circulation in Baltimore city exceeds that of any other daily.

## MASSACHUSETTS.

Boston (Mass.) *Land and Water* (2).—Practically has the New England field to itself, and, from appearance and the methods through which it is being pushed, will certainly be able to hold the field, as it is the only magazine, devoted to sport and pastime, published east of New York City. Few, if any, sporting magazines in the country have been as profusely illustrated.

Lawrence (Mass.) *Journal* (1).—Circulation larger than any other paper in Essex or Middlesex Counties.

## MINNESOTA.

Minneapolis (Minn.) *Svenska Amerikanska Posten* (2).—The average paid circulation of *Svenska Amerikanska Posten* for the month of June was 34,428, guaranteed by the Advertisers' Guarantee Co., of Chicago, under \$50,000 bond. Largest in size and circulation of any Swedish paper in America. Satisfactory results to advertisers guaranteed.

## MISSOURI.

St. Louis (Mo.) *Chaperone Magazine* (1).—It is published in St. Louis, and holds the key to the advertising field for the great South and Southwest—just the territory you want to reach—and it is the only publication of its kind between Philadelphia and San Francisco; it is the ideal publication for women, with an in-

dividuality of its own, and alive to the ever-changing demands of the moment. It reaches the home and library table of the well-to-do and progressive people. It has been thoroughly demonstrated that a magazine, having attained the age of the *Chaperone*, as a medium for advertising leads in paying qualities all other publications. It has a circulation of 19,000 monthly in the city of St. Louis, and we have printed an average of 90,000 copies per month for the last twelve months.

St. Louis (Mo.) *Modern Mexico* (1).—The American Newspaper Directory, published by George P. Rowell & Co., of New York City, credits *Modern Mexico* with a larger circulation in 1897 than any other export paper. *Modern Mexico* is the only export paper published exclusively for Mexico. All others attempt, with a smaller circulation, to cover Mexico and all Central and South America. To reach Mexican buyers advertise in a paper published for them.

## NEBRASKA.

Omaha (Nebr.) *World-Herald* (1).—News from Omaha. When Uncle Sam hefts the Sunday *World-Herald* he finds that it weighs over a ton more than the Sunday *Bee*. That's because the *World-Herald* sends out 6,400 more copies than the *Bee* every day to regular subscribers.

## NEW HAMPSHIRE.

Nashua (N. H.) *Press* (1).—Circulation three times that of any other paper circulated in Nashua.

## NEW JERSEY.

Camden (N. J.) *Courier* (1).—The best family newspaper, having the largest circulation of any daily south or west of Newark.

Elizabeth (N. J.) *Leader* (1).—Circulation larger than all other Elizabeth papers combined.

## NEW YORK.

New York (N. Y.) *Demorest's Family Magazine* (2) (The Woman's Household and Fashion Journal) will make a vigorous effort during the coming fall and winter to keep up to its record and give advertisers better service than they can obtain for the same amount of money in any other publication. We are printing each issue 120,000 copies, and our rates are very reasonable for such circulation.

New York (N. Y.) *Evening Post* (1).—Is essentially a home paper, being carried into the family at the leisure time of day. Those familiar with the paper will agree with the statement made by an authority that "there is probably no daily newspaper in the United States that can boast of so high an average of culture, refinement and wealth among its readers as the *Evening Post*."

New York (N. Y.) *Family Story Paper* (1).—Largest circulation of any family paper published in the world.

New York (N. Y.) *New Ideas for Woman's Wear* (1).—We have never printed less than 100,000 since January 1st, have printed as high as 150,500, and hope to pass the 200,000 mark before the December issue.

Walton (N. Y.) *Reporter* (1).—Guaranteed weekly circulation 5,000.

## OHIO.

Columbus (O.) *Ohio State Journal* (1).—The daily and Sunday issues of the *Ohio State Journal* thoroughly cover the cities and towns of Central Ohio, and the semi-weekly issue goes to a majority of the farmers within fifty miles of Columbus and hundreds beyond that limit.

## PENNSYLVANIA.

Erie (Pa.) *Evening News* (1).—During the month of May the *Evening News* was delivered to regular subscribers in seventy different towns in the vicinity of Erie, to the extent of nearly 3,500 per day. In addition to this the Erie city list of the *Evening News* exceeds the entire edition of any other evening paper,

making a total issue of nearly 6,000 per day. Add to this 3,200 per day for the *Morning Dispatch* and 3,000 per week for the *Weekly Gazette*, and it makes a grand total of more than 57,000 papers distributed to regular subscribers in Erie County and vicinity each week. This is more papers than the combined circulations of all the twenty-one weekly papers in Erie County, and is equal to the combined circulations of all the other seven dailies in Erie County. Our circulation is backed by affidavits, and books and pressroom open at all times for investigation. Get our combination advertising rate for these three papers—they cover this field.

Greensburg (Pa.) *Tribune* (1).—This interests you. The *Daily Tribune's* sworn bona fide circulation exceeds 750,000 copies per year, 500,000 more than that of any other daily paper published in Greensburg. The combined circulation of it and the *Tribune-Herald* (our weekly edition) is over 500,000 copies more a year than the combined circulation of any other two papers published in this (Westmoreland) county.

Greensburg (Pa.) *Tribune* (1).—\$2 for \$1 is a good exchange, but it isn't in it with the value we give advertisers, compared to what other papers give. 3,034 was the average daily circulation of the *Daily Tribune* for four weeks ending June 11, exclusive of spoiled and unsold copies. The *Daily Tribune's* circulation exceeds the combined circulations of any four other publications in Westmoreland County. It's the only publication in the county with a known circulation.

Johnstown (Pa.) *Democrat* (1).—Circulation: sworn daily average, 4,410.

Mount Carmel (Pa.) *News* (1).—All advertising is accepted by this paper with the distinct and unequivocal guarantee that its bona fide circulation in Mt. Carmel and adjacent territory is double that of any other.

Oil City (Pa.) *Derrick* (1).—Largest circulation in the oil regions.

Philadelphia (Pa.) *Baptist Bulletin* (1).—Goes into the "homes" of the people of 1,050 churches in Pennsylvania, New Jersey and Delaware. It is the official organ of the State Unions of Pennsylvania, New Jersey and Delaware, and of the City Union of Philadelphia, thus giving it as a paper added prestige. For thirteen years this paper has been a fixture, each year adding to its friends and patrons.

Philadelphia (Pa.) *Evening Bulletin* (1).—Average for May, 181,424 copies per day. The *Bulletin's* circulation figures do not include damaged or unsold copies.

Philadelphia (Pa.) *Evening Bulletin* (2).—The circulation for the month of June was 148,219 copies per day, after deducting all damaged and unsold copies.

Philadelphia (Pa.) *New Ideas* (1).—Of June, July and August issues, we guarantee 100,000 copies each—no proof, no pay. *New Ideas* goes almost exclusively to persons who are engaged in mail-order business—as manufacturers, agents or canvassers.

Philadelphia (Pa.) *Planter and Ginner* (1).—Guaranteed circulation, 20,000 monthly, American and European. "Every cotton man reads it."

Philadelphia (Pa.) *Sunday School Times* (1).—During 1897 issued 8,056,800 copies, making a weekly average of 154,938 copies.

Pittsburg (Pa.) *National Stockman and Farmer* (1).—Larger circulation than any other weekly agricultural paper in America.

Pittsburg (Pa.) *News* (1).—The daily average circulation of the *Daily News* for the month of April, 1898, was 20,821.

Pittsburg (Pa.) *News* (1).—The daily average circulation of *The Daily News* for the month of May, 1898, was 32,303.

**"A WEAKNESS OF THE ABILITY."**

SAN FRANCISCO, July 25, 1898.

**Editor of PRINTERS' INK:**

According to a fixed law of the Newspaper Publishers' Association of San Francisco, of which we are a member, we can not advertise in any newspaper directory or any circular or publication of any kind issued by an advertising agent.

**Rule 11.** It is hereby agreed by the Publishers' Association of San Francisco, that no newspaper in this organization shall hereafter advertise in any theater or other programme, church or charity newspaper, catalogue, price list, base ball sheet or score book, sporting card, pamphlet or other temporary publication, issued by any individual, church, charity, trade union, telegraph or messenger company, or newdealer's association, mutual benefit society of clerks or employees, or military company, or in any college annual, railroad or summer or winter resort guide or publication, excepting regular editions of daily or weekly newspapers, or in any newspaper directory, or shall buy more than two copies of any newspaper directory, or pay for the same at more than the regular subscription price of said directories, or shall make any other form of newspaper donation to said objects, directly or indirectly, either in the form of the purchase of tickets or otherwise.

The average daily circulation of the *Daily Report* for 1898, as shown by our books, is as follows: Daily average for January, 23,580; for February, 22,606; for March, 22,175; for April, 25,819; for May, 27,835; for June, 29,301.

*W. M. Bunker*

DAILY REPORT PUBLISHING CO.

**MORE MODERN MISTAKES.**

BROOKLYN, N. Y., July 25, 1898.

**Editor of PRINTERS' INK:**

The schoolmaster is still very much abroad in the preparation of advertisements, but is a singular fact that his operations are largely confined to the want columns of the newspapers. It is very amusing to scan these at occasionally, as some truly humorous specimens of the Queen's English are usually to be found. Under the head of "Situations Wanted," the following appeared the other day in a New York newspaper: "Young Irish girl, lately landed, wants washing and cleaning." With so many free baths in the city one would imagine that she could have saved the expense of advertising. The *World* last week contained a want ad from a foundry for "two sheet iron men," and almost immediately beneath it was an ad for a "silver man for restaurant." Presumably both had to be men of mettle. "Two men wanted for umbrella handles," says another announcement in the same paper, and it makes one think that the uses of man are limitless. "Strong men wanted for cold storage," has a peculiar sound, and almost suggests an undertaker's advertisement. "Girl wishes to cook small family," may be an example of condensing, but it smacks of cannibalistic tendencies. "Boy wanted to work in a store with a reference," is another example of clumsy wording, and even the New York *Herald* prints the following curious "want ad": "Experienced laundress wants ironing; flat preferred." J. G.

**ROOF SPACE.**

The Empire Advertising Co., 150 Nassau street, New York, has recently closed a contract for the purchase of 1,000,000 square feet of roof space from the Brooklyn Wharf and Warehouse Co., upon its buildings extending along the waterfront from Catherine Ferry to the Erie Basin.—*National Advertiser*.

**THE TRUTH CARRIES CONVICTION.**

MARSHALLTOWN, Iowa, July 26, 1898.

**Geo. P. Rowell Adv. Co.:**

We want your advice. We contemplate paying the Advertisers' Guarantee Company, of Chicago, \$100 to inspect our circulation and guarantee it by a bond of \$50,000.

Are you willing to take their statement without doubt or further question? Has their guarantee more weight with you than ours? Please answer this frankly. TIMES-REPUBLICAN.

NEW YORK, August 1, 1898.

**Publisher of Times-Republican, Marshalltown, Iowa:**

You beg us to answer frankly. We do so. It is not worth any more.

You seem to be in the habit of publishing a statement of your actual issues from day to day and signing it. We assure you that in our opinion no interested person doubts the accuracy of your statement. We have never known a case where the newspaper man who was in the habit of telling the truth about his circulation had any trouble about convincing advertisers that he had done so. It is the man who gets in the habit of lying about it that has trouble.

THE GEO. P. ROWELL ADVERTISING CO.

**AT ATLANTIC CITY.**

ATLANTIC CITY, N. J., July 29, 1898.

**Editor of PRINTERS' INK:**

During bathing hours a large boat maneuvers near the shore on the sail of which is advertised "Cinco Cigars," and it is about the only thing to catch the eyes of the thousands of bathers from ten to two o'clock each day, with the exception of another boat which announces local baseball games in the same manner. H. J. Heinz & Co.'s World's Fair Exhibit on one of the iron piers is certainly an enterprise of note, and must do that firm an immense amount of good if the crowd it draws is taken as a criterion. Visitors are invited to partake of several demonstrations in the canned goods line. Photographs of their plant and salesmen, and a large \$50,000 oil painting, as well as ample seating capacity on the cool pier, invite people to tarry. An immense electric-lighted "H" directs the public to the pier, and many ladies are seen to wear link cuff buttons made in imitation of the proverbial Heinz pickle.

F. A. PARTENHEIMER.



THE ORIGINAL TYPE FOUNDER.

"Do you know that advertising has not been so dull in thirty years as during the past three months?"—GEORGE P. ROWELL, in *Printers' Ink*.

## Not a Dull Day

The shrewd advertiser continues to use more space in The Mail and Express than in any other evening paper in New York. During the first seven months of 1898 The Mail and Express printed **1,608,964** agate lines of paid advertising. This is a gain of 148,148 agate lines when compared with the same period in 1897, an increase of nearly 11 per cent.

The next paper on the list printed 256,550 agate lines less than The Mail and Express during the same months, and lost 116,648 agate lines, or about 8 per cent of its entire advertising patronage.

During the seven months ending May 31, 1898, the **net paid average** daily circulation of The Mail and Express **increased more than 85 per cent.**

The circulation of The Mail and Express is greater than that of the other high-class papers of this city combined.

## The Mail and Express

carries more advertising than any other evening paper published in New York.

"Every Reader is a Buyer."



## NOTES.

THE Atlanta (Ga.) *Journal* of July 20 contains a full page advertisement of Royal Pale Ale, manufactured by the Atlanta Brewing and Ice Company, of that city. In these days of small beer ads it is rather a curiosity.

THE Winchester Arms Company, Broadway, New York, has in one of its windows an excellent profile of Uncle Sam made by bullet holes in a white card 28x36 inches. A letter attached tells that the outlines were made by a cowboy of San Antonio, Texas, with a 22-calibre rifle at a range of 20 feet.

THE following combination of business and sentiment is to be seen in the cemetery of Upton-on-Severn, England:

"Beneath this stone in hopes of Zion  
Doth lie the landlord of 'The Lion,'  
His son keeps on the business still,  
Resigned unto the Heavenly will."

—*National Advertiser.*

THE *Anaconda Standard*, with publication office at Anaconda, has one hundred and thirty-seven employees, and is the only paper in the West operating a daily special train service to facilitate distribution. The *Standard's* Butte City circulation is larger than the combined circulation of all daily newspapers published there, and with one exception is greater than that of any other newspaper in Oregon, Idaho, Utah, Washington, Wyoming, the Dakotas or Montana.

IN San Antonio, Tex., the E. B. Franck Dry Goods Company have hit upon a novel scheme. On a post in the front of their store, 213-215 Alamo Plaza, is a contribution box. Whenever a sale is made, no matter how small the amount of the purchase, a penny is put in the box. At the end of each month the total amount will be collected and turned over to the wounded soldiers. The quartermaster, or whoever the proper authority is, will be asked to receive the amount and spend it where needed.—*Dry Goods Economist, New York.*

THE "Postage Manual," issued by Geo. F. Lasher, of Philadelphia, at twenty-five cents a copy, appears to be a very useful book for business men. It consists of names of mailable and unmailable articles followed by the rate of postage. Thus, if a man wanted to mail chestnuts he would look for that word under its proper alphabetical place and find that the rate is a cent for two ounces. If he desired to send his lady a chameleon he would discover it to be unmailable. In addition there are interesting explanations of almost all the ordinary questions in regard to mail that usually arise.

## ROOTBEER ADVERTISING.

THE advertising of Hire's rootbeer is regulated according to the weather. Specially illustrated "hot day" ads are accompanied with instructions to insert them in case the temperature reaches a certain height. For instance, last Thursday's New York papers contained one of Hire's ads, in which the illustration depicted an individual sans collar, sans coat, simply sweltering. If that ad was one of a series taking its turn according to pre-arranged schedule, it might appear on a cool day, and its effectiveness be lost.—*National Advertiser.*

"I HAVE here," he said, "the plans and drawings of the greatest aerial war machine ever invented." "How is it supposed to work?" asked the editor, after he had examined the design with considerable care. "Oh, it isn't supposed to work at all," replied the inventor, with pleasing frankness, "but you can see at a glance how attractive it will look in a newspaper or magazine."—*Tis-Bits.*

## IN SCHOOL ADVERTISING.

THE fisherman will tell you it is one thing to get the fish on the hook; it is another thing to land the fish. Your advertising may bring the prospective student to the office, but he may walk out again, and go to some other school. Just here is where the principal or office management should be able to demonstrate the superior facilities of his school in equipment, in appliances, in course of study, and in methods of instruction. Invite the visitor through the institution that he may see what is actually being accomplished in the school and class rooms. In the presentation of your text books and method of instruction do not fail to follow it up by an exhibit of the result—the work that is being done—in such a convincing way that the prospective student will feel that he has no further to go to find what he wants. This is strong advertising. A quarterly publication from your school, replete with current items as to what you are doing, giving the names of students in attendance, new arrivals, those whom you have placed and are placing in positions, the names of employers, etc., is good advertising. In the publishing of college catalogues, booklets and literature, present your advantages truthfully and with honesty. Photo illustrations of your buildings, class rooms and some of the work of your pupils will prove advantageous. A catalogue of a few pages, well edited, printed and published, is far more effective than one of larger dimensions, prepared and published indifferently.—*Business, Toronto.*

## A COLONIAL FIRM.

SINCE 1780 the Walter Baker Co., of Dorchester, Mass., have been the leading manufacturers of cocoas and chocolates in this country. Established while the country was yet in the throes of the Revolution, it witnessed the final passing away of the colonies and the birth of the new Republic. During the operations in and around Boston the battle of Dorchester Heights was fought within a stone's throw of the old Walter Baker factory. Its business has kept pace with the development of the country at large. And (if we might be permitted the simile) as the reputation of the Republic grew so did the reputation of Baker's cocoas and chocolates. There is probably no other house with quite so interesting a pre-revolutionary history and scarcely any at all in this country whose establishment antedates that of Walter Baker & Co.—*Truth.*

## GEMS OF IRISH LITERATURE.

THE following notice was posted in a pleasure boat belonging to a steamship company on the Suir: "The chairs in the cabin are for the ladies. Gentlemen are requested not to make use of them till the ladies are seated." The time I was in the country was just after the visit of the Duke and Duchess of York. I clipped the following advertisement from a Kingstown paper: "James O'Mahony, wine merchant, has still on hand a small quantity of the whisky which was drunk by the Duke of York while in Dublin."—*London Spectator.*

## Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

PERFECT half-tone cuts, 1 col. \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

MAIL order men, write for our proposition: clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.



**RELIABLE** editor and publisher wants position. JOR. CONLEY, Belmont, Wis.

**CUTS** of all kinds; high-grade half-tones cheap. Send for samples and prices. MARTIN ENGRAVING CO., 515 Washington St., Buffalo.

**WANTED**—Case of bad health that R-T-P-A-N'S will not benefit. Send 5 cents to RIPANS CHEMICAL CO., New York, for 10 samples and 1,000 testimonials.

**EXPERIENCED** advertising man desires position Sept. 1st with good firm or journal. A. I. as a writer or ad solicitor. ELLIOTT, the advertiser, South Bend, Ind.

**ONE** paper; 13,000 pop.; serves 30,000 pop. Grand opening for experienced newspaper man with \$3,000. Come quickly. DAILY ANTHRACITE, Aitken Block, Carbondale, Pa.

**B**USINESS manager wanted for a well-known and prosperous trade journal (New York). State age, salary desired and give full particulars regarding experience. "PERMANENT," care Printers' Ink.

**WANTED**—Good advertising solicitors to handle a first-class Canadian trade journal as a side line in New York, Philadelphia, Boston and other American cities. Address "CANADIAN," care Printers' Ink.

**WRAPPERS** to wrap. Buy a \$1 economy wrapper faster, and do the work twice as quick, better and without "muss." Great time saver. In stock all branches A.M. TYPE FOUNDERS CO. See addresses under "Advertisement Constructors."

**PRINTERS** can make big profits in the publishing business by making up paper covered novels in spare time. We will sell duplicate plates of 100 popular novels by famous authors at less than cost of composition. Send for titles. OPTIMUS PRINTING CO., 194 Broadway, N. Y.

**WANTED**—A position as advertising manager of newspaper or large advertiser. Have had seven years' experience in the advertising department of a leading morning paper. Unquestionable reference as to character and ability will be given. Address "G. B. F.," care of Printers' Ink.

**CORKS**—We are using over a hundred gross of corks a month of an extra-fine quality, and are paying \$3 per thousand for them. The size is  $\frac{1}{4}$  inch diameter by  $\frac{1}{4}$  inch long. They are fine corks (and have to be), one end guaranteed fine. We want to hear from a dealer who is ready to furnish a better cork for less money. Come and see us, with a sample. Will contract for a thousand gross. THE RIPANS CHEMICAL CO., 10 Spruce St., New York.

**W** **WE WANT**  
HIGH-GRADE  
ADVERTISEMENTS:  
CAN WE GET YOURS!  
50,000 GUARANTEED CIRCULATION.  
Rates, 25 cents per agate line, each insertion. All ads next to reading matter.  
1.00 buys 4 lines \$ 14.00 buys 4 inches  
1.25 " 5 lines 17.50 " 5 inches  
1.50 " 6 lines 21.00 " 6 inches  
1.75 "  $\frac{1}{4}$  inch 24.50 " half col.  
3.50 " 1 inch 49.00 " one col.  
7.00 " 2 inches 98.00 " half page.  
10.50 " 3 inches 156.00 " 1 page  
Only first-class matter accepted. Parties without good commercial rating must send cash with order. Cuts must not be over 2-16 inches wide. Copy for an issue should reach us by the 25th of previous month. An adv. that will pay anywhere will pay in WOMAN'S WORK, Athens, Ga.

**NEWSPAPER METALS.**

**H**ONEST electro, stereo, and linotype metals. E. W. BLANCHFORD & CO., Chicago.

**AGRICULTURE.**

**I**F you would reach the farmers, use the columns of Lippman's Almanac—one hundred thousand copies guaranteed, and the Memorandum Books—two hundred thousand copies guaranteed. For ten dollars we can give you an advertisement of four lines in the entire edition. These books have been published by us for twenty years.

LIPPMAN BROS., wholesale druggists, Lippman's Block, Savannah, Ga.

**SUPPLIES.**

**VAN BIBBER'S**  
Printers' Rollers.

**T**HIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'td., 10 Spruce St., New York. Special prices to cash buyers.

**MISCELLANEOUS.**

**S**END your name on a small postal for a sample of my *Large Postal* for advertisers. Largest and strongest on the market and only \$2.75 per 1,000. W.M. JOHNSTON, 10 Spruce St., New York.

**PILES** cured quickly and permanently by Dr. Brown's Pile Cure. Used by many physicians in practice. Price 25 cents.

**CATARH** and the headaches it brings relieved, and permanently cured. Hay fever and asthma vanquished by Dr. Brown's Cure. Price 50c.

**BALD HEADS** and gray, faded hair cured. Month's trial 50c. All by mail. Address BROWN MED. CO., DEPT Y, Yonagston, Ohio.

**ADVERTISING NOVELTIES.**

**A**D-NOVELTIES, Ad Calendars. Write CLASP CO., Buchanan, Mich., for samples and prices.

**O**UR available bill books are business builders. Free sample and folders. AMER. BILL FILE CO., St. Wayne, Ind.

**HALF-TONES**, 6 sq. in. \$1 larger, 10c. per ln.; guaranteed first class. MARTIN ENGRAVING CO., 515 Washington St., Buffalo.

**F**OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**PRINTERS.**

**I**F you are a believer in *printing that makes a hit*, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.

**J. K. RICHARDSON**, printer to advertising agents and others requiring good work from good type and good ink. 245 Pearl St., N. Y.

**DEVENS SCRIPT**, shown in August *Island Printer* for first time, for cards, circulars and social events; very stylish. Our type designs surpass all competition, and purchasers get more effectiveness per dollar when they buy our type. You'll get as much weight for your dollar elsewhere, but we give more "muscle energy" per dollar with the same weight. Why buy even the second best when the best costs you no more! AMERICAN TYPE FOUNDERS' CO.

**FOR SALE.**

**Q1** BUYS 4 lines, 50,000 proven. WOMAN'S WORK, Athens, Ga.

**F**OR SALE—Ten R-T-P-A-N'S for 5 cents at druggists'. One gives relief.

**HALF-TONES**, 10c. per ln. MARTIN ENGRAVING CO., 515 Washington St., Buffalo.

**PRINTING OFFICE FOR SALE**—THE STATE LIFE DEMOCRAT, established 1870. Official paper. Circulation 1,200. At a bargain. Address DEMOCRAT, Keosauqua, Iowa.

**F**OR SALE—One of the leading and best known agricultural papers in the U. S. Guaranteed to pay not less than 10 per cent on \$150,000. Address "SUCCESS," care Printers' Ink.

**G**REAT bargain offered in prosperous weekly and job office in fine manufacturing town of over 4,000, in Piedmont, North Carolina. Healthy location. Small capital required. Write "N. C.," care Printers' Ink.

**F**OR SALE—At a bargain. Goss Web Perfecting Press. Capacity per hour, 8,000 sixteen-page or 16,000 four or eight-page papers, pasted and folded. In first-class condition. Owners sell only because they need press for half-tone work. Address "GOS," care Printers' Ink.

**F**OR SALE—One Hoe Presto No. 3 Perfecting Printing Press, with complete outfit in good condition. Capable of producing 8,000 eight-page papers per hour, or 16,000 four-page papers per hour, seven or eight columns. Cheap. On time. NASHVILLE AMERICAN, Nashville, Tenn.



**THE MICHIGAN PRESBYTERIAN**, Detroit, Mich., 8c. line. Send to-day for sample copy.

SEND your name on a small postal for a copy of my large postal. W. M. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

WD WDWD WD WD WD WD WD WD WD WD  
WD WDWD WD WD WD WD WD WD WD WD  
WD WOLSTAN DIXEY, WD  
WD Writing, Illustrating, Ideas, Plans and WD  
WD Advice for Advertisers. WD  
WD My free booklet, "Business," will give WD  
WD you a good idea of my style and WD  
WD methods of work. Send for it. WD  
WD 150 Nassau Street, WD  
WD New York. WD  
WD WD WD WD WD WD WD WD WD WD  
WD WD WD WD WD WD WD WD WD WD

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSES G. MANNING, South Bend, Ind.

**S** "SHORT TALKS ON ADVERTISING" is the title of a book I have just published.

The book consists of fifty "talks" of 100 to 200 words each, and each talk is illustrated by two to four illustrations.

There are 224 pages—small pages 3½x5 inches, or thereabouts.

There are about 150 illustrations.

The book is cloth bound at \$1 a copy; paper 50c.

Don't buy the book with any misunderstanding—it is just a fine, fat, little, square-shouldered book, full of more or less interesting talk about advertising and illustrated, I think, very brightly.

I gave a good artist carte blanche on the pictures and he has made some that have made me smile. They are pointedly humorous.

The price of the cloth bound book—one dollar—would buy six cigars, or admission to a theater, or an ordinary jackpot.

Curiosity often leads a man into a jackpot—sometimes to his profit—sometimes to his disappointment.

It may do the same in the case of my book.

Anyway—"it's up to you."

Your newsdealer can get "Short Talks" from his news company, or you can send your order direct to me. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**T** THE designs used on the last page of PRINTERS' INK by the New York "Journal" are examples of one sort of work I do for trade journal advertisers. Some of the designs are better than others, but any of them will stand out prominently in the usually barren pages of a trade paper. I am sure that my clients' ads are easily the most striking in "The Metal Worker," "Tobacco," "The Tobacco Leaf," "The Chicago Apparel Gazette" and PRINTERS' INK. They bring the space up to its true value. They give it the effectiveness that changes loss into profit. My prices for such work are no higher than they ought to be. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

TO Messrs. Jones, Conne, Wheatley, Gilling, Fowler, Frunch, Ward, Dixey, Mosca, Helm, Bates, Lewis, McDonald and all the other leaders in the art of publicity who, while just as potent business compellers, are less advertised: Watch our specimen pages in the August *Inland Printer*—wherein Dewey Ornaments and Manila Borders and Hapgood Florets and other novelties will make their first appearance on the stage. As you all admire Jensen old style, you will all be delighted with the new six-point size, as also with the new six point Jensen Italic. Dorio Italic is the strongest face in any specimen book—it is plain and pleasing. You ought to know the manager of our branch that is nearest your place of business—the acquaintanceship may be mutually profitable. We still lead the fashions in type. AMERICAN TYPE FOUNDERS' CO. Boston: 270 Congress St.; New York: Howe and Duane Sts.; Philadelphia: 606-614 Sansom St.; Baltimore: Frederick & Water Sts.; Buffalo: 45 N. Division St.; Pittsburg: 222 Third Ave.; Cleveland: St. Clair and Ontario Sts.; Cincinnati: 7-13 Longworth St.; Chicago: 283 East Monroe St.; St. Louis: Fourth and Elm Sts.; Minneapolis: 34-36 First St., south; Kansas City: 633 Delaware St.; Denver: 1614 Blake St.; Portland, Ore.: Second and Stark Sts.; San Francisco: 466 Sansome St.; Spokane: 18 Monroe St.; Toronto: Toronto Type Foundry Co., Ltd., 44 Bay St.; Atlanta: Dodson Printers' Supply Co., 35 So. Forsyth St.; Dallas: The Board and O'Connor Co., 226 Commerce St.

THE profitable placing of advertising consists first in preparing good copy. Copy that says what ought to be said in a convincing way. Second in setting the matter in such type as will catch the eye and embellishing the same with a picture if one can be determined on that will tell its story at a casual glance. Third, in the selection of papers that reach the largest number of the right sort of people and sell advertising space at a reasonable rate—not low priced papers; but those that are at the same time high priced and cheap on account of the great service they can render. To secure these points for the advertiser who employs us is our practice and profession. Address THE GEO. F. ROWELL ADVERTISING CO., No. 10 Spruce St., New York.

# The Truth

**W**E haven't the slightest desire to criticize the magazines and other such media, but the fact remains that none of the progress as has been made in the past few years in Street Car Advertising. It has a booming vigorous growth, and advertisers have been forced by the necessity of using this medium in order to secure improvement in the car service—the fine brilliant showing made by careful advertising in Street Car Advertising to make great headway.

The sensible business man, the manager, to the best advantage, can not afford to neglect it. It will at least pay him to investigate the various methods and the cost, the way the business of checking—our attention to even the smallest information will be profitable to any advertiser who does any car advertising at all. W. CH.

*George Kissam & Co., 25*

# Plainly Told

ire to criticise the value of newspapers,  
ch media as means of advertising, but  
ne of them show such remarkable prog-  
ast few years by Elevated Railroad and  
s a boom, and a healthy one, a strong,  
s have been quick to realize the absolute  
n order to reach the buying public. The  
—the fine display given the car cards—the  
ful advertisers, have caused Street Car  
way.

the man who wants to spend his money  
fford to ignore this kind of advertising.  
estigate the subject, to learn about the  
he business is handled by us, our system  
en the smallest details. All of this in-  
ny advertiser, even though he decides not

WE CHARGE NOTHING FOR ADVICE.

o., 253 Broadway, N. Y.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES:

Classified advertisements 15 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SHARS, 50-52 Ludgate Hill, E. C.

NEW YORK, AUGUST 10, 1898.

AMONG advertisers thus far mentioned, in answer to **PRINTERS' INK's** request for votes as to who do the best advertising, are:

Mumyon's Remedies.  
Royal Baking Powder.  
Hood's Sarsaparilla.  
John Wanamaker.  
Ivory Soap.  
Pearline.  
Scott's Emulsion.  
Cuticura.  
*Ladies' Home Journal*.  
Lydia Pinkham.  
Gold Dust.  
Best & Co.  
Ripans Tablets.  
Columbia Bicycles.  
Sapolio.  
Dr. Pierce.  
The Gramophone.  
Cleveland's Baking Powder.  
Prudential Insurance Co.  
Mellin's Food.  
The Williams Shaving Soap.  
Eastman Kodak Co.  
Rogers, Peet & Co.  
Pabst Brewing Co.  
Swift & Co.: Wool Soap.  
Quaker Oats.  
Paine's Celery Compound.

Among the advertisers who have been named as best of all are Sapolio, John Wanamaker, Ripans Chemical Co., Scott's Emulsion, Ivory Soap and the Royal Baking Powder. Of Sapolio it is said the ads are artistic, convincingly worded, and appeal to Sapolio users. Mr. Ward certainly opens the public's purse is the comment of one critic. We would include Lydia Pinkham, says one writer, but her best advertising is done by direct correspondence. One person's comment is to the effect that the Paine's Celery

Compound people squander too much money to be entitled to consideration among good advertisers. In placing John Wanamaker first, the correspondent said, "Don't call it advertising, please. It's store news." The apparent confidence in explaining cuts to a skeptical public is very admirable, and then the uniformity of the style is also worthy of notice. Several persons think they see something particularly worthy of praise in the advertisements of the Ripans Chemical Co. These are given credit for originality of expression, attractive cuts, business-like wording, boldness of style, directness and sincerity of the testimony offered, and finally because there are so many of them. Scott's Emulsion is the favorite of one correspondent, because, he says, their advertising is clear cut, convincing, appears in best mediums, and he adds that it is reported that its contracts are always placed at rock bottom rates. More than one correspondent regards the advertising of Ivory Soap as the best there is, and notes the convincing argument always set forth. Of the Quaker Oats advertising a correspondent says that part of it which appears in the magazines is the most artistic of all; and another, in placing the Royal Baking Powder Co. at the head in point of excellence, says: "One can't fail to notice them. They 'stick out' so plain and strong."

"CALDER'S SAPONACEOUS DENTINE" is the name of a dentifrice manufactured by Albert L. Calder, of Providence, R. I. How many people know how to pronounce the word "saponaceous"?

THE Assistant Secretary of the Treasury, July 27, wrote to the *Brooklyn Eagle* as follows:

I wish to especially congratulate the *Eagle* on the success of its patriotic efforts in co-operating with the Treasury Department in its endeavors to make successful the issue of bonds of the new war loan. The *Eagle* was the first newspaper to come forward to co-operate with the Department in disposing of the bonds. Immediately after the announcement was made that post-offices, banks and other institutions were to assist the Department in the sale, the *Eagle* telegraphed for permission to act as an agent through its Bureau of Information, and this authority was immediately granted. The *Eagle* has the distinction of being the first paper to apply for and receive permission to act in this capacity. Through its agency more than 600 subscriptions for bonds were received, amounting to nearly \$1,000,000. This is by far the best record made by any newspaper in the country acting as agent for the Department.



It is a good idea to acquaint the public with the looks of what it is told to ask for by frequently printing an accurate picture of the package of the advertised article.

AN article called "The New Postal Card Law" in *PRINTERS' INK* of July 14 appears to be one of the most popular articles the Little Schoolmaster has ever printed. Up to date the *Shoe and Leather Gazette*, the *Hardware Trade* and *Toledo Trade* have reprinted it without credit. Who's next?

PEOPLE interested in dietetic and hygienic reform find *Good Health*, a monthly issued at Battle Creek, Mich., at a dollar a year, of great interest. It is edited and managed by the officers of the great sanitarium at Battle Creek, an institution whose influence for hygienic living can not be overestimated. The magazine is bright and readable, and appeals to a constantly widening class—the class that has come to understand that health comes from ordering one's life to conform to natural laws, not from the ingestion of numerous drugs.

AT the recent meeting of the Editorial Association of the State of New York a committee was appointed to confer with the proper authorities as to the action to be taken "to put an end to the illegal and unwarranted use of street and other cars for advertising purposes." Commenting on this proceeding, *Leslie's Weekly* says:

The diversion of advertising from the legitimate channels of the newspapers and magazines to the street car lines has become a serious matter within recent years, and the newspapers have not taken up the question a moment too soon for their own best interests. Every dollar diverted to street car lines in this way is a dollar taken from the regular advertising publications of the country. It is estimated that during the past year more than \$3,000,000 of legitimate advertising was thus turned away from the daily and weekly newspapers, magazines, and other publications, into the coffers of street car lines and their allies, although the charter of the street car companies never contemplated, and, in fact, forbids the pursuit of any other business than that of carrying freight and passengers.

The questions that arise in the Little Schoolmaster's mind in connection with the matter are: Would advertisers use street cars so extensively if their use had not been found profitable? And if the newspapers actually succeed in preventing the advertiser from using a medium that he has found profitable, will he expend the money thus saved (?) in those newspapers, in token of his gratitude?

In the autumn *Leslie's Monthly* will become a ten-cent magazine.

THE newest *PRINTERS' INK* baby is called *The Midland Editor*, published at Hartington, Neb., by Geo. L. Nelson. The price is 50 cents a year, and the aim, "to cover the field commonly called the country newspaper fraternity."

TALKING of New York's law against fraudulent advertising, the Albany *Argus* rightfully says that however well intentioned such laws may be "they seem foreign to the common law of English-speaking countries." The futility of such legislation is made apparent by the fact that no attempt whatever has been made to put New York's law into operation, while such lying as had been done before its advent goes merrily on. Recently Ehrich Brothers, the department store of the metropolis, announced by innuendo that the stock it was selling was that of Brill Bros., completing the deception by printing the name "Brill" in the peculiar style that the Brill Brothers have made their own. As a matter of fact the stock the Ehrichs were offering was bought from an obscure Brill, whose name would not have proved an accession of strength. Here was an excellent opportunity for putting the new law into operation and testing it. Yet no one stirred, and the incident passed into history.

### A VIGOROUS CAMPAIGN.

The Omaha *Bee* thus tells how Montgomery Ward & Co., of Chicago, have helped the Omaha Exposition:

They have advertised it in 300,000 large catalogues issued last March. It will be advertised in 300,000 more issued the first of September. They have advertised it in nearly 300,000 small catalogues, in 310,000 almanacs, in over 1,000,000 circulars, and are reaching daily fully 10,000 people by special circulars, requesting the people everywhere to visit the exposition. Their advertising cars "Success" and "Progress," together with one of their electric horseless carriages, are being sent through the State of Iowa, and at every town they reach along the line of the road they are distributing advertising matter, advocating that everybody visit the exposition and take their wives and children with them. When their advertising cars reach a town the fact of their coming has been advertised days ahead, and invariably there are from 500 to 2,500 people in town to see the cars and enjoy the free entertainment Montgomery Ward & Co. give. At such time their manager, who has charge of the cars, addresses the people, states the object of the trip, tells that it is so the consumer can become better acquainted with the methods of doing business of Montgomery Ward & Co.

## FALSE CIRCULATION AFFIDAVIT.

GETS A PUBLISHER INTO TROUBLE  
AND LOSES SUIT AGAINST A BROTHER  
PUBLISHER.

The suits of Victor M. Weil, business manager, and Albert K. Kennedy, editor of the *Derby (Conn.) Transcript*, against the *Ansonia Sentinel* for \$13,000 for libel and defamation of character, have resulted in the award of \$25 damages to each plaintiff—a virtual victory for the *Sentinel*, inasmuch as the defendant had defaulted and judgment for the plaintiffs in some amount was bound to be awarded.

The case is of interest to publishers. Business Manager Weil had represented the *Transcript* as having 7,000 circulation in order to obtain an advertising contract. Editor Kennedy had filed an affidavit with N. W. Ayer & Son, showing a circulation of 2,500 daily and of 3,000 weekly. The *Sentinel*, learning of this and of the fact that the *Transcript* people were belittling the *Sentinel's* circulation, published an article attacking the *Transcript's* claims and alleging certain unsavory things of the defendants. The suit was the result.

At the hearing the *Sentinel* produced the foreman and press-feeder of the *Transcript* to prove the falsity of the *Transcript's* circulation claims. These men swore that at the time the affidavit was made by Editor Kennedy the *Transcript* was printing only about 800 copies daily. Editor Kennedy admitted on the witness stand that he kept no record of circulation, and that at the time he made the affidavit he neglected to inform himself of the circulation of his paper. The evidence was so clearly against the contentions of the plaintiffs that Judge Elmer, before whom the hearing was held, awarded the nominal damages to the plaintiffs before noted.—*Newspaperdom*, July 21.

In the American Newspaper Directory for June, 1898, the *Derby Transcript* is described as follows:

**EVENING TRANSCRIPT**; every evening except Sunday and Wednesday, and **WEEKLY**, Wednesdays; democratic; twelve to sixteen pages 15x22; subscription—daily \$4, weekly \$1; established—daily 1880, weekly 1887; The *Transcript* Co., editors and publishers. Circulation—daily "EKL" weekly "EKL." In 1897 Z.

A J K L circulation means that it is less than a thousand copies average issue and Z means that

a communication received from this paper, in answer to an application for a revision or correction of the circulation rating accorded to it, failed to be a satisfactory circulation report because of some one of the following shortcomings:

1. It was not signed.
2. It was not dated.
3. It was not definite.
4. It was not given with sufficient attention to detail.
5. It did not specify the time supposed to be covered by the report.
6. It did not cover a period of sufficient duration.
7. It was signed with a hand-stamp.
8. It was signed by some person whose authority to sign was not explained or known.
9. It was signed by an initial or by initials only.
10. It conveyed no information.
11. It contained a complaint or protest but no definite information.

12. It contained a complaint or protest, but no information whatever.

13. It was not given in such a way as would make it possible to hold any one responsible for the information it purported to give, should it afterwards be proven untrue.

Although the attention of the publisher was directed to the insufficiency of the report and full information furnished just how the fault might be remedied, it had not been cured at the time the revision was completed for the printer.

The advertiser who subscribes for the American Newspaper Directory is saved from making bad trades with newspaper prevaricators.

## ALWAYS A FRAUD.

Office of  
"SATURDAY GAZETTE."  
Circulation Guaranteed 1,600. Official  
County Paper.  
NEW HAMPTON, Ia., July 25, 1898.

Editor of PRINTERS' INK:

I see much in your valuable journal that has helped us out at various times, and are now asking a little for ourselves. The question of a just and comprehensive rate card is much discussed, but we have seen none that fits our case, and would like the Little Schoolmaster to arrange one for us based on \$80 per column of 20 inches per year. The present rate card—one of which we inclose—is decidedly off in some respects. For instance, advertisers pay 5 cents a line for local notices; the paper is set in bourgeois—8 lines to an inch, 40 cents; while 50 cents is charged for display. Yours,  
H. B. BABCOCK.

## RATE CARD.

SPACES.	WEEKS.					MONTHS.				
	1	2	3	4	5	1	2	3	6	12
1 in.	.50	1.00	1.25	1.50	1.75	2.10	2.95	5.00		
2 in.	1.00	1.50	1.75	2.00	2.25	2.95	4.65	8.00		
3 in.	1.50	2.25	2.60	2.80	3.05	4.45	6.95	12.00		
4 in.	2.00	3.00	3.50	3.75	4.05	5.95	9.30	16.00		
5 in.	2.50	3.75	4.35	4.70	5.10	7.50	11.60	20.00		
6 in.	3.00	4.50	5.25	5.60	6.00	8.95	13.95	24.00		
10 in.	3.80	5.85	6.80	7.30	7.80	11.00	14.70	25.80	45.00	
20 in.	5.00	7.50	8.75	9.35	10.00	15.75	22.30	41.45	80.00	

## LOCAL READING NOTICES.

First insertion, per line ..... 10  
Each subsequent insertion, per line..... 5  
Advertisers, each insertion, per line..... 5

A rate card is of no earthly use to a local weekly or to any paper unless it is based on a flat rate—so much a line for each insertion. Still every publisher feels that he must have a rate card; therefore the best thing for him to do is to look over the cards adopted by his competitors, select the highest, and charge his advertising patrons in accordance, if they will stand it, and if they will not, then accept the best price they will pay. To an up-to-date publisher of a paper having less than 5,000 circulation, the principal service rendered by a rate card is to furnish an excuse for robbing the advertiser who sends in an order and neglects to ask in advance what the cost will be.



## AN ADVERTISING EXHIBITION.

Mr. S. H. Benson, the London (Eng.) advertising agent, assisted by a number of large English advertisers, is preparing what he calls an "Advertisers' Exhibition," to be held in London next April or thereabouts. Matters are yet in a preliminary and tentative state, but Mr. Benson announces that the exhibition will probably cover the following:

## I. ADVERTISING MEDIA.

(a) Chromolithography and letterpress printing (including posters and possibly classified particulars of posting stations), show cards, pamphlets and leaflets, colotype work, colored photographs, transparencies. (b) Enamelled iron plates, tin plates, zinc tablets. (c) Electrical signs, cinematographs, biographs. (d) Opal tablets, fancy glass and xylonite tablets, enamelled, metal, celluloid and other letters. (e) Railway station advertising, omnibus and tram advertising, provincial carriers' van advertising. (f) Automatic advertising machines, revolving advertisers, advertising clocks, puzzles and novelties of all descriptions, window dressing novelties and displays. (g) Personal house-to-house canvassing, circular and sample distributing, boardmen, and other street advertising appliances. (h) Exhibition stalls and showcases.

## II. BOOK AND NEWSPAPER ILLUSTRATION.

(i) Wood engraving, electros, stereotypes, process blocks, color printing.

## III. NEWSPAPER ADVERTISING.

There will be an exhibition of British, Colonial and foreign newspapers, arranged in sections geographically; also of tabulated statements prepared with a view to facilitate the selection by advertisers of the classes of papers and periodicals most suited to their needs, and to show them at a glance the approximate expenditure that would be required to cover stated areas in town and provincial papers of various classes.

## IV. DESIGNS FOR SALE.

(k) Designs for posters, designs for newspaper advertisements (exhibited by the artists).

## V. COMPETITIONS.

(l) For the best current advertisement in each class; for the best suggested ditto.

PRINTERS' INK gives the matter space because it believes that once inaugurated, such exhibitions are likely to become very popular in the future.

## THE BILLBOARD.

BERLIN, N. H., July 19, 1898.

Editor of PRINTERS' INK:

I am about to open advertising and distributing agency for Coos Co. with head office here. I have looked over several copies of PRINTERS' INK and can not find the names of any advertising and distributing agencies. Could you furnish the names of a few of these companies?

DEAN S. PAINE.

An "advertising and distributing agency" is a concern that posts bills and distributes samples and circulars. A number of these advertise in the *Billboard*, published at Cincinnati, O.—[E. D. P. L.]

## FACTS: A PROTEST.

By Edith R. Gerry.

Many have been the applications from awakening business men all over the country, to the High Priests of the Art, for the secret process of producing successful advertising. But the only ingredient in the recipe the critics seem to be sure of is—facts. To each and every humble supplicant they say, in a short, crisp way: "Stick to facts—print facts—talk nothing but facts—there are always new facts about a business every day—tell 'em."

Now that sounds all right, but it isn't. There are not new facts about a business every day. Instead, it is the same old thing day in and day out. And it is probably because the advertiser had become so wearied of presenting these facts and because he did not know how to dress them properly, that there came the evil of all advertising—exaggeration. The critics also say: "Don't try to be smart—don't try to be original—simply talk facts," and then they proceed to jump with both feet upon some poor Jay from Jayville, because his ads are not attractive—in fact, because the poor thing has simply "told facts—told them just as they were, too."

It is proper to talk facts, of course—no advertising can be successful without a firm foundation of this sort, but the public likes its facts daintily served, it likes to be deluded into believing that the new dress contains something different, it likes a different frosting or sauce each time, and then it does not so much matter if the cake is very much the same. Successful advertising must be based upon facts, but they must be presented in a different way each day, they must be told brightly, attractively, magnetically. The facts of a business are always there—if the business is—but what is not always there is the ability to serve them in palatable form. Everything capable of advertising has the basis of good advertising—the facts. All else depends upon the medium and manner in which they are presented to the public. Therefore it is not facts that the advertiser wants, for these he has, if he has a business, but what he should strive for is the ability to serve the facts artistically. And it does not follow because a man knows more about his business than any one else, that he has the ability to present this

knowledge to the public in a captivating form. The writing of successful advertising is something more than the bald presentation of facts. It is as much an art as the drawing of successful pictures, or the writing of successful books—and all arts require natural ability and concentration.

VOTE for the best advertising.



## We All Use Them

Perhaps yours have seen their best days and you have about made up your mind to purchase new. You are sure "Rogers" is what you want, and if you ask for and receive "Rogers goods" it will be all right. Don't be deceived. The name "Rogers" nowadays means nothing. "1847 Rogers Bros." brand (note "1847") of Knives, Forks, Spoons, etc., is the original and genuine. This same brand was used by our grandparents and is the only "Rogers" silverware which has been in use since the year 1847. Fictitious brands of "Rogers" spoons, etc., were unknown until many years later. Be sure the prefix "1847" is stamped on every article and you will get the old Rogers quality.

We can show you some very beautiful designs in this reliable brand. Style and finish are equal to sterling silver, at one-fourth to one-eighth the cost.

No. 35 A.

THE Meriden Britannia Co., of Meriden, Conn., supplies retail dealers in its goods with electros of advertisements to be used in local advertising. One of these announcements is reproduced above.

## THE MNEMONICS OF ADVERTISING.

When you once come to think about it, there is no denying that the good advertiser's equipment can never be too various. It used to be said that the editor must know everything, or have a smattering of it; but why not also the advertiser? He needs to know psychology to gauge the effect on the human mind of what he says; he has got to know business—especially his own—or he can not do business; and what is there, after all, that comes amiss to him?

The topic I have here taken shows one thing at least that he will do well to take account of and respect. For it is not enough to organize a business and tell a fairly good story about it, and keep plentiful goods on hand, and do business "on the square," vital and commendable as these things are. You want to clinch your story—to have it hold water long after it has been presented. You need to get hold somehow of the average human memory, and so impress it that the reader can not throw you, Jonah-like, out of his mind if he would.

It is all very well if your Monday's advertisement stirs up people for the current week. It should at least do that. But you want it to keep buzzing in their bonnets for many concurrent weeks. If, for instance, you go up and down business streets like Broadway, Sixth Avenue and Fourteenth street, you will see a good many businesses in the same line. As you look out of your cab or the cable or other car, some of their names will be wondrously familiar to you; while others, whose stores seem about as large and promising, are not particularly recalled. You could tell a stranger, if asked, pretty nearly all it is necessary to know about the few that are deep down in your memory, though you may not have visited them; but of all the rest you can only make more or less of a lucky guess.

The reason this is so is that those you remember have not only been diligent in advertising, but they have, first or last and pretty steadily, held up to your notice all that constitutes the salient features of their business. They have not told you too much at once. Some day they may have omitted to refer to nine-tenths of their stock, but this was to make some desirable offer more memorable; you saw and remembered, and you did not forget entirely what was omitted. If you did, very soon those lines of goods had their day of celebration—when on still another occasion all the groups of goods were in a procession together.

To hit the memory and to hold it is the last and vital thing in advertising. Words written upon water, that roll away, are not fruitful to business ends. They must stay with the reader, and be as unescapable as Mark Twain found those famous poetic directions to the conductor, which kept forever repeating themselves.

I doubt if there is any cut-and-dried formula which can be given for making a surely remembered advertisement, but we can all of us think back and tell what advertisements and whose have most deeply affected ourselves. We shall notice that the stores and manufactories that have launched them with such felicity are now "institutions"—in other words they have a place and a name.

Perhaps if we should analyze them we could capture their secret, though it is always to be remembered that changes and adoptions are most likely the prerequisite in availing ourselves of another's weapons. Any bold copying is pretty sure to miscarry. We have a right to guess, though, how it is that any good advertisement wins its way, and see if we too can not borrow its hypnotism. That power, I venture to say, will be seen to consist in the fact that the writer, either consciously or by building better than he knew, struck somehow the principle of human mnemonics.—*Fame*.

ILLUSTRATIONS AND DIS-  
PLAY.FOURTH ARTICLE—ILLUSTRATED MED-  
ICAL ADS.*By Bert M. Moses and C. Dan Helm.*

It is interesting to study the advertising of the different medicines that have reached great sales. Each seems to have a distinct "style" of its own. We have the Pinkham style, the Ripans style, the Cuticura style, the Scott's Emulsion style, the Dr. Pierce style, the Hood style and so on indefinitely.

Every one will admit, no matter what the style, that a medical ad is good if it describes symptoms truthfully and plainly. Technical phrases and Latin names are out of place in an ad that is addressed to the masses. It ought to get close to the family around the fireside, and be couched in the every-day language of the common people. We are told, however, by some writers that an ad should never be offensive. What, then, shall be said of a recent Cuticura announcement which carried the following head-lines in big black Gothic type?

## SORES LIKE RAW BEEF.

**On Baby's Face, Neck and Breast.  
Ran Blood and Matter.**

**Had to Tie Hands to Keep from  
Scratching. A Bad Case.**

**Doctor Did Little or No Good.  
Cuticura Cured. Skin Now Clear.**

This isn't as pleasant to read as an Ella Wheeler Wilcox poem, but the story is all in the head-lines. Read them again, and a tale of a tired mother's cares and days and nights of worry will be revealed. The mother whose baby is fat, saucy and well may not be interested in it. She may consider it repulsive. But the mother whose babe is similarly afflicted will read every word of it with interest.

To her it is addressed, and the chances are ten to one she will buy Cuticura. The ad is a good one. Beyond question it is selling Cuticura,

and that's why the Potter Drug and Chemical Co. print it.

The Pinkham ads are distinctive



SAMPLE 1.

because of the excellent illustrations used. It is understood that that concern pays a higher price to experts for preparing its advertisements than any other medical company. Some of the pictures are redrawn a half dozen times before they are considered good enough to use. There is usually a short introductory essay on the ills of womankind, followed by a testimonial, and in conclusion an invitation is extended to sufferers to write to Mrs. Pinkham for free private advice. The



SAMPLE 2.

amount of mail received in response is believed to be prodigious. Sample 1 shows a Pinkham picture. The gen-

eral plan followed is to have what may be called a "ragged edge" to the etching, which is notched and the type matter run up close to it. This arrangement has been used for many years by other advertisers, but the prominence given it by the Pinkham folks has made it seem to be their invention.

The Ripans ads are testimonials and pictures combined, with occasionally a few remarks germane to the testimonial. The pictures show the occupation of the indorser rather than the symptoms of the troubles which Ripans cure. Thus, if the testimonial be from a blacksmith, an illustration will be made which shows the blacksmith either at work or in some characteristic attitude about his shop.



SAMPLE 3.

The theory is that other blacksmiths will take particular interest in the story of a fellow workman and be influenced more easily to buy the remedy. And the theory is one that is working well too. By constantly changing the illustrations, it is possible to pretty thoroughly appeal to all trades and professions, and thus reach nearly everybody. Sample 2 shows how the testimonial of a washerwoman was illustrated.

Sample 3 is a picture used by an Augusta, Me., concern to call attention to its advertisement about a kidney remedy. It illustrates a symptom, while sample 2 illustrates occupation. Any person who has a pain in the "small of the back" will read the ad which sample 3 illustrates beyond question, while the person with a headache

would be more interested if the picture showed a sufferer holding his or her hand to the aching head. By combin-



SAMPLE 4.

ing occupation with symptoms a still better illustration can be produced.

Sample 4 shows a Western concern's idea of appealing to sufferers from womanly disorders. His theory is that all women are interested in fashionable society, and by addressing his ads to the Upper Ten, he will also get the attention of the Lower Fifty



SAMPLE 5.

Million, because the poor are imitators of the rich so far as medicine is concerned. This theory seems to be

well founded, judging from the amount of money being spent to put it into practice.

Sample 5 is an effective picture used by the Dr. David Kennedy Corporation in advertising their kidney remedy. It illustrates a test that all



SAMPLE 6.

can make at home to determine if the kidneys are affected. The picture arouses curiosity. Hundreds of people read the ad, look at the illustration and make the test, which is apt to show that the kidney remedy is needed.

Sample 6 is from a Dr. Pierce ad. It is impossible to describe the Pierce style. Generally speaking, it seems that one theory followed is that people can be scared into thinking they are going to die if they don't take the medicine advertised. Often, however, the ads are sympathetic, and get at a sufferer's purse in exactly an opposite manner from intimidation. These advertisements come pretty close to touching upon every known argument which is likely to bring about a sale of medicine. Sick people are peculiar individuals. It is necessary to adopt many kinds of tactics to influence them all. The ad that will sell medicine to one will not sell to another. It is only by expressing sympathy and pity, resorting to intimidation, appealing to love of home and family, the common desire for long life, and the well known fact that true beauty and manliness proceed from good health, that the right spot in all is finally touched. The Pierce style, like that of Ripans, is just pictures and straight reading matter. The former is mostly reading and little picture, while the latter is mostly picture and little reading.

The Chattanooga Medicine Co., which spends most of its appropriation in the South and West, has a style which is quite effective. A special border is used, black and striking. There is always a well-drawn picture of a woman at the top, and the ad starts off with a testimonial, boiled down till only the meat is left. Following that is a strong display, specially designed, of the name of the remedy, "Wine of Cardui," and then comes a pointed talk to women, the testimonial above being taken as a "cue" for the talk. Sample 7 shows a picture used to illustrate an ad which related how the remedy restored a woman to health who had not been able to do her housework for years.

Paine's Celery Compound style is to use a very large portrait of some prominent indorser of the remedy, together with startling head-lines, and then straight reading matter. The portrait is usually the biggest thing in the paper. This style sells medicine, or it wouldn't be persisted in, and there are quite a number of imitators.

The Scott's Emulsion style (if it has one) is just straight talk, without illustrations or display of any kind. Everybody knows that Scott & Bowne



SAMPLE 7.

are prosperous, and their style must necessarily be good.

It is impracticable to go into the subject further. The object of this article is to demonstrate the possibility of reaching great sales in medicines by using totally different forms

of publicity, although every great medicine concern seems to agree perfectly with **PRINTERS' INK** that the daily paper is the best medium. When we consider that department store advertising is practically identical the country over, it is the more remarkable that the other big source of income to publishers (medical advertising) should be so radically different.

#### ONE METHOD OF BOOMING BUSINESS.

"Mr. Smithers of Milledgeville will be here at 3 p. m.," said the head of a large wholesale concern on Broadway to one of the clerks, "and I want you to go out with him and show him the town."

"How long will Mr. Smithers remain in the city?" inquired the clerk.

"About two days."

"Am I to take him in hand during his stay?"

"Yes."

"Any particular places you want me to take him?"

"No; take him on the usual rounds, but bring him to my club at night for dinner and go with us to one of the theaters. The cashier will give you the money to see you through."

"One million and a half dollars at least are annually expended by the merchants and manufacturers of New York in entertaining customers from out of town," explained the merchant, as the clerk departed. "For years it has been customary to provide for their amusement and recreation after business hours, until the hospitality of our wholesalers has penetrated every nook and corner where commerce has a foothold. That is one of the reasons why we control the trade of the country in spite of the united and energetic competition of other cities within easier access to the customers. Not that the visiting tradesmen are influenced entirely by the proffered entertainment, but because they appreciate the good-will which accompanies it, and like to respond in the most substantial way possible—good orders and plenty of them."

"Of course it is not always practicable for members of a firm to accompany visiting tradesmen on pleasure trips, however brief. Thus, a sociable and experienced clerk is usually delegated to do the honors and make sure that the guests will have occasion to remember with pleasure their excursions to the metropolis. At night heads of establishments may find a little time on hand, and this they usually devote to the further entertainment of their visitors. If a traveling salesman in whose territory the customers do business is at home, he accompanies them sight seeing or to other commercial establishments with which they trade. In fact, some one is in attendance on the visitors from the time they arrive until they depart."

"In entertaining visiting tradesmen the clubs are a great convenience to us. No city in the world has a so thoroughly perfected clubdom, and many of our finest social organizations of the kind are composed exclusively of merchants and manufacturers. Then there is the Merchants' Association, corner of Broadway and Leonard street, where a well-equipped club-room is maintained for visiting merchants. Every convenience known to club life is there to be found, and many of its little luxuries. The daily papers, trade papers and magazines are always on file. Writing desks and stationery are provided, as well as time tables and maps. There are also telephones and telegraph facilities to assist the visitors. The reading-rooms

are exclusively for the non-resident members of the association; resident members or their representatives are not permitted to set foot within their sacred precincts. This is a rule to which strict conformity is exacted, as it is designed to prevent soliciting trade in the rooms. So, you see, our customer-guests are well protected in their hours of relaxation from the intrusion of business. We talk shop to them only in the proper hours, and then we are liable to discourse at a voluble rate; but when the period of recreation is on, no other consideration obtains."—*New York News.*

#### AN UNGRASPED FACT.

The newspapers have entirely failed to grasp the fact that the great stores of a city like New York furnish material for the most interesting sort of news to women. In the case of the theaters it is the custom for the newspapers to give column after column and page after page in daily and Sunday issues to the work of actors and actresses. This matter is frequently illustrated and is written intelligently and enthusiastically. Now, while some newspapers have occasionally printed news matter about the stores, such stuff has usually been written as if it had been ground out by machinery and made to fit space; it has been written by neophytes in newspaper business and has been of very little service either to the newspaper or to the business man. It seems to me that a newspaper might make a great hit in New York by detailing a capable newspaper writer to the work of exploiting the real news of the stores. Such matter would interest a much larger number of people than the column printed about the stage, because all of our people are purchasers at stores, and not more than two per cent are habitual theater-goers.—*F. J. Gibson, in Fame.*

#### NOT UNPREPARED.

It is nonsense to say that we are unprepared for war. Even at the end of the civil war, after four years of experience, the newspapers of our country had no war types to compare in size and efficiency with those now in use. We are up-to-date people, and not to be caught napping. Our war types prove it.—*Life.*

Made with

Cleveland's

Baking Powder

# SEPTEMBER FIRST

will be here in three weeks.

---

A new edition of the American Newspaper Directory will be ready for delivery to subscribers on the morning of Thursday, September First.

## ***The American Newspaper Directory***

is revised and issued four times a year:

March 1st, June 1st,  
September 1st and December 1st.

---

Subscription Price:

Five Dollars for each issue,  
\$20 a year.

---

Address orders to

**Geo. P. Rowell & Co., Publishers**

**No. 10 Spruce St., New York.**



## TOD CLEVER.

There is a merchantman I know  
Who is so wondrous wise  
To other folks he likes to show  
The way to advertise.

And printers' ink he never spares;  
In every magazine  
Attractive write-ups of his wares,  
They tell me, may be seen.

No doubt they merit great applause,  
But though they're done so brown,  
I never read his ads, because  
He prints 'em upside down.

F. R. BATCHELDER.

## DUPLICATE HALF-TONES.

In some cases it is wise to furnish the magazines with duplicate half-tones instead of electrotypes, although the expense of duplicate half-tones is greater than electrotypes; however, the results oftentimes warrant this additional expense. Few advertisers are aware of the fact that when they send an electrotypes to one of the magazines, this electrotypes is not printed from at all, but duplicate electrotypes from same are made, and it is these duplicate electrotypes that are printed from. Some magazine publishers make up as many as four sets of electrotypes. It is well, therefore, to furnish each publication with as many original electrotypes as it requires for its edition. A duplicate half-tone is exactly the same as the original half-tone, and if the publisher is furnished with a duplicate half-tone he can make as many electrotypes as he sees fit from this half-tone, and get good results.—*Binner.*

## PHONOGRAPHIC ADVERTISEMENT.

A new idea of advertising was carried out at a recent convention at Niagara Falls, where one enterprising exhibitor of steam engines availed himself of the services of a loud-speaking phonograph, which was lavishly supplied with ear tubes and held a record on which were contained a clear and concise statement of the particular merits of the display. Every one who came within seeing distance wanted to hear the phonograph, much to the delight of the exhibitor.—*National Advertiser.*

## YE WISE SPECIALIST.

Beware of specialists who claim to be able to diagnose your business ills at a glance—a one hour glance for instance—and who prescribe a patronizing song from their everlasting baby talk. A wise specialist will help you formulate your own ideas, knowledge and experience into good form and will not attempt to do your thinking for you. He will suggest plans, but he will make them conform to your material.—*Advertising Experience.*

## NOT HARD

No; it is not hard to write funny paragraphs. All you have to do is to procure a pen, some paper and ink, and then sit down and write them as they occur to you. It is not the writing, but the occurring, that is hard.—*Sacred Heart Review.*

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line.  
Must be handed in one week in advance.

## GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

## SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly  
—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in THE REGISTER.

## TENNESSEE.

CRABTREE'S FARM AND TRADE, Chattanooga, Tenn., goes into over 17,000 of the best country homes in the richest section of the South. If you want to reach the best buyers, try an advertisement in the best farmers' paper in the South. It is read from cover to cover. Sample copy and advertising rates upon application. W. R. CRABTREE, publisher.

## WISCONSIN.

THE WISCONSIN AGRICULTURIST, Racine, Wis., is the only English general farm paper printed in the State. Reaches more prosperous Wisconsin farmers than all others.

## Displayed Advertisements.

50 cents a line; \$300 a page; 25 per cent extra for specified position—if granted.  
Must be handed in one week in advance.

## THE EVENING CALL

LAFAYETTE, INDIANA,

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

## THE

## Arizona Republican.

## A MODERN NEWSPAPER.

## HAS NO RIVAL IN THE GREAT SOUTHWEST.

It is printed every day in the year at Phoenix, the liveliest town of its class in the United States.

For particulars see

H. D. LA COSTE,  
38 PARK ROW, NEW YORK.

The Detroit  
SunsWrite for our Special  
Summer Rates.

We aim to give our patrons a fair exchange for your money.

DETROIT SUNS, DETROIT, MICHIGAN

## The Western World.

We have many inquiries from advertisers who do not know the WESTERN WORLD for more detailed and specific information than is found in the directories. For the past eleven years and up to Jan., 1897, the WESTERN WORLD was published in the interests of one firm, and no outside advertising solicited. Since then a new corporation has been formed and we are pushing the paper in every conceivable way known to modern push and endeavor, and the WESTERN WORLD is meeting with such success, both in subscription and advertising, as to warrant us in hoping for a quarter of a million list within a very few years. We have our own office outfit—four presses, stitchers, cutters, type, etc., run by steam power, which enables us to produce the WESTERN WORLD at very low cost and in such numbers as can not fail of bringing good returns. Any advertiser is at perfect liberty to withdraw advertisement if in his opinion the returns do not warrant a continuance to the end of contract. We aim during the year to cover with extra sample copies such territory as our regular subscription list does not reach, thereby reaching every State in the Union in a more or less degree. Soliciting your patronage, we remain, sincerely yours,

THE WESTERN WORLD, 85 W. Jackson St., Chicago, Ill.

Through your agent or direct.

## THE BEST ADVERTISING MEDIUM--WHY?

The INTELLIGENCER is the oldest paper in Doylestown, Bucks County, Pa. The weekly edition was established in 1804, the daily edition in 1886.

The INTELLIGENCER is the largest paper in Bucks County. Compare the Weekly with any other weekly publication, or the Daily with any other daily paper.

The INTELLIGENCER is the staunchest Bucks County newspaper—the only daily paper owning its home.

The INTELLIGENCER is the only paper in Bucks County having Mergenthaler Linotypes. The INTELLIGENCER is the only paper in Bucks County having a fast press—a double-fed Dispatch being employed to do the printing.

The INTELLIGENCER is the only paper in Bucks County using no plate matter nor patent sheets. The INTELLIGENCER brings results to advertisers—we can refer to those who have long used its columns.

The patrons of the INTELLIGENCER stay with it—the files show continuous use of INTELLIGENCER columns by experienced and successful advertisers—proof of valuable publicity qualities.

THE INTELLIGENCER, DOYLESTOWN, PENNA.

## CONKEY'S HOME JOURNAL

is recognized as one of the best paying mediums for all articles used in the household and of interest to ladies.

The subscribers are recruited chiefly from the

## More than 400,000

members of the American Musical Association, which is also conducted by the W. B. Conkey Company. No other publication has a larger percentage of its readers among the desirable class who can buy more than the necessities of life.

The August edition was 65,000 copies. The subscription list is growing about 5,000 per month.

The present low rate of 25 cents per line will be advanced September 1, 1898. Orders can be placed t. f. or for one year, with the privilege of stopping at a pro rata price if returns are not satisfactory.

Any responsible advertising agency will accept your order on these favorable terms; or address for sample copy and further particulars,

W. B. CONKEY COMPANY,  
CHICAGO.

# WHY You Should

PUT  
THEM  
ON  
YOUR  
LIST.

PHILADELPHIA  
SUNDAY SCHOOL TIMES,  
LUTHERAN OBSERVER,  
CHRISTIAN STANDARD,  
PRESBYTERIAN JOURNAL,  
REF. CHURCH MESSENGER,  
CHRISTIAN INSTRUCTOR,  
EPISCOPAL RECORDER,  
CHRISTIAN RECORDER.

With one exception they are the only papers here representing their denomination. Some are the only papers of their denomination, and others are the official denominational organs.

They have an exclusive following, without duplicating circulation, in a locality rich with families able to buy what they want.

Published from twenty-three to seventy-eight years, they offer the best-indorsed way to reach

**Over  
220,000  
Families**

of people who have money for their needs and whose needs cover the whole year.

This circulation of over **220,000 copies weekly** is offered at a low price.

Advertising rates and full particulars will be furnished for each paper separately, or in combination, by the Advertising Department of these papers.

**The Religious Press Association,**

Witherspoon Building, Philadelphia, Pa.

# THE ARGUS

ALBANY, N. Y.

**Largest, Brightest  
and Best Newspaper  
published in  
the Capital City.**

RATES AND SAMPLE COPIES ON  
APPLICATION.

**JAMES C. FARRELL,**  
Manager.

## The Bicycle Trade and Rider,

WEST OF THE RIVER,

IS ONLY REACHED THROUGH

## THE CYCLING WEST

Let us help you get agents where you have none, and help the agents you have, by advertising your goods before the riders in their vicinity.

**WE HELP BOTH.**

**NO OTHER CYCLE PAPER REACHES  
OUR FIELD.**

**WE ARE ALONE.**

Write us for special inducements.

**The Cycling West Publishing Co.**  
BOX 133. DENVER, COL.

## Pennsylvania

will elect a Governor next fall, and the campaign will be the most exciting for many years.

## Harrisburg

the State capital, is the center for all political news.

## The Patriot

is the only Democratic newspaper at the State capital, and reaches a field exclusively its own. It prints more local and telegraphic news than any other Harrisburg paper.

## Its Circulation

is 7,800 copies daily. Advertisers who want to cover Central Pennsylvania must use **THE PATRIOT**. Write for rates.

## New England's Family Paper

# The Portland Transcript

Between July 1, 1897, and July 1, 1898, the circulation of the **TRANSCRIPT** in its home city increased just



**34 per cent**

The average circulation of the paper for the year ending July 1, 1898, was

**22,142**

The **TRANSCRIPT** was never stronger or more popular than it is to-day. It is read everywhere in Maine and almost everywhere in New Hampshire and Eastern Massachusetts. No advertiser can cover these States thoroughly without using its columns. Why not write for rates!

**Transcript Co.** PORTLAND, Maine.

**The Right Circulation.** **THE INLAND** has now a circulation of over 120,000 guaranteed. Proof of which will be given before pay is expected for advertising done. Post-office Receipts, Paper Mill Account, Press Rooms, Subscription Lists, are all open to advertisers.

**The Right Principle.** Any advertisement can be discontinued at any time for any reason. Paying only for space used. We rely wholly on making the advertisement pay you to hold your business. We have been told repeatedly that this was poor policy; it might be for some papers but not so with us. Our advertisers don't want to quit, they admire the fairness of the proposition and tell others. As a result our patronage increases; so far this year our advertising is over 100 per cent greater than for same period last year—that's what talks.

### The Right Features.

**THE INLAND** is a religious and home journal combined. Besides our editorials on Timely Topics, Home Departments, Floral Suggestions, Stories, Cartoons and the best of general articles, we have the Sunday School Lessons, Junior Topics



and Prayer Meeting Lessons. The last three departments named secure us ninety per cent of our subscriptions and which to be of value must be studied weekly. Thus an advertisement is kept in the home an entire month and really the advertiser gets as much benefit from one insertion in **THE INLAND** as he would in four insertions in a weekly of same circulation. You save the cost of three insertions by using **THE INLAND**.

**The Right Price.** Rate—Reading Notices or Display, 50 cents per line. It does not cost a fortune to try **THE INLAND**, but it may help make one.

**THE INLAND,** THE MOST POPULAR PAPER OF ITS KIND IN THE WORLD.

NEW YORK:  
500 TEMPLE COURT.

St. Louis, Mo.

CHICAGO:  
BOYCE BUILDING.

F. E. MORRISON, SPECIAL REPRESENTATIVE.

**GOING TO**

**THE FRONT**

# **NICKELL MAGAZINE**

**CIRCULATION**

**March, 62,543**

**April, 67,181**

**May, 70,218**

**June, 80,000**

**GUARANTEED**

NICKELL MAGAZINE,

4 Alden Court, Boston, Mass.



# The Biggest Liar Wins

sometimes—but we want a  
truthful, hustling representa-  
tive in every manufacturing  
city who can *get* advertising.

We want him to investigate  
thoroughly before he *begins*  
work—then he can *know* what  
he talks about.

---

## Are you the man?

---

Then write to M.,

**NEW IDEA PUBLISHING CO.,**

636 & 638 Broadway,     -     -     -     New York.

## THE OTHER SIDE.

---

The editor of PRINTERS' INK having graciously excepted the "class weekly" from condemnation, still fails to note that the

# National Tribune

has an advertising rate as low as the dailies.

The weekly "as low as the dailies" is the cheaper of the two, because its circulation is not thrown away in the haste of business life. There are no "returns." This paper is taken by people who want it, and pay for it a year in advance.

The weekly is quicker in its action than a monthly, and thus offers facilities for experiment and frequent change of copy.

**Our Advertising Rate is Only 20 Cents an Agate Line.**

We shall not print less than

## 112,000 COPIES

again this year, and generally more.

This circulation is all mailed, and can therefore be verified easily from official sources.

We are the pioneer in this movement to bring down the price of space to a level where it insures profits to advertisers.

---

Address any general advertising agent, or  
**THE NATIONAL TRIBUNE, - - Washington, D. C.**



# A MATTER OF BELIEF

---

---

## The Country Editor.

---

E. W. STEPHENS, PUBLISHER.

WALTER WILLIAMS, EDITOR.

---

Issued on the 15th of each month from the Columbia Missouri Herald office.

Subscription price, 50 cents a year in advance; single copies, 5 cents.

Advertising rates, \$1.00 an inch, each insertion.

No exchanges.

No back numbers.

---

---

July, 1898.

---

★

We believe the best newspaper directory published is that of Geo. P. Rowell & Company, 10 Spruce street, New York City, and known as the American Newspaper Directory.

★

"TWO HEADS ARE BETTER THAN ONE."



When  
you want  
high-grade  
lithographing

or  
printing  
send to

The  
Gibbs  
&  
Williams  
Co.

18 & 20  
Oak Street,  
N. Y.,  
corner New  
Chambers



THE STAMP  
OF ORIGINALITY.



THE LARGEST AND BEST  
FIVE-CENT MAGAZINE

Each number is worth  
double the cost price—  
128 pages for only 5c.

# The Half Hour

Complete Stories, Poems, Serial  
Stories, Editorial Comments, Cor-  
respondents' Department, Music  
and fine Illustrations.

No cheap magazine gives adver-  
tisers as large return.

Make your contracts now and  
secure the benefits of the exceed-  
ingly low rates.


Advertising agents will quote you  
prices, or address us.

Copies of the "HALF HOUR"  
on all news-stands.

Send for Sample Copy.

**George Munro's Sons,**

17 to 21 Vandewater St., New York.




There is  
not  
a single  
ingredient in

# Eutelix

that can  
possibly harm  
the most delicate  
skin.

On the contrary,  
its effect  
is soothing,  
healing,  
stimulating,  
and, above all,  
cleansing.

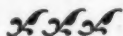


## RIGHT IN FRONT OF THEIR EYES.

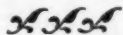
That's where your advertisement  
should be to get the attention of  
the buyers of goods. Put them  
where people *must* see them and  
put them in the . . . . .

# STREET CARS

but get the *BEST* Street Cars.  
We believe ours are the best.



Send a postal for latest folder.



GEORGE KISSAM & CO.,

253 BROADWAY,

NEW YORK.

## READY-MADE ADVERTISEMENTS.

*Edited by Wolstan Dixey.*

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

### HINTS FOR STARTING OFF YOUR ADS.

Here are various ways of beginning the same good old story. But don't forget prices and descriptions.

#### NEW TOPICS

and points of interest are daily witnessed here. The rapid changes of style are closely watched here and our stock changed accordingly.

#### "THE NEXT TIME I WILL KNOW BETTER."

"My bicycle runs like a log wagon and it has no name plate and I do not know where to get new bearings."

Beware! Do not be caught like this man.

#### A GENTLE REMINDER.

There are still some of those 50, 75 and \$1.00 (broken lots) Shirt Waists here and they're still 25c. Can't last more than a day or so—Better come quick.

#### TWO LADIES' VESTS FOR PRICE OF ONE.

Too many Ladies' Summer Vests of 25c. quality are at these counters. But they are to go briskly now.

It has finally been determined to sell the entire lot of seven different lines at half price, although the whole price seemed little enough.

#### THE MAN

is mighty poor or mighty stingy with himself, who doesn't have a comfortable summer Shirt before to o'clock to-night. Our Furnishing Store offers soft front Negligee Shirts—neat stripe patterns with white neckbands and detachable link cuffs, for 33c.

The price gives no idea of how good the patterns are, or of the real worth of the material.

#### SHEER PRINTED FABRICS.

Crisp Summer Weaves, all of this season's producing Right for Waists, right for suits; and prices at next to nothing.

Dimities, the dainty, small figured kind, the 10c. grade in a large variety of patterns, 73-4c. a yard.

Navy Blue Grounds, with white figures, the popular craze now in Wash Fabrics; sheer lace stripe grenadine and fine sheer organdies, 12 1-2 and 15c. a yard.

#### HERE'S A CHANCE

##### You Can't Afford to Miss

Every Shirt Waist and Parasol in the store marked down from 25 to 50 per cent. Our line is large and we must turn it into cash.

Come early while the assortment is still choice.

#### DOLLARS OR DIMES.

It matters little which, so long as you spend them in this store. The steady, satisfied patronage of the people is what this business is reaching for. By pleasing you in little purchases, we pave the way to pleasing you in big ones.

#### GIVE THE BABY A CHANCE

We have still about eighteen different styles of baby carriages to be quickly disposed of, if price will do it. Every carriage reduced at least 10 per cent below the regular net cash prices which we have charged until this week. These are new carriages, serviceable, stylish, with the newest attachments, brakes and fastenings that are in the market.

#### THOUGHTLESS FOLKS

Look only at the price; sensible ones look also at the quality. They reason that it is better to buy once at a fair price, than twice at a price that can't possibly secure any value.

## TO-MORROW AT 12.30 P.M. THE STORE CLOSES.

Every Saturday until Sept. 1st we will close the store at 12.30 p. m. This is done purely for the employees, who need that much recreation and rest from the week's hard work. We feel that you will unite with us in our efforts toward lessening the strain on those who must work during the hot months. This can be done by your doing the necessary shopping Saturday morning, and, if it is an inconvenience to you, the thought of hundreds of employees getting rest, we believe, will make you willing enough to help. For Saturday morning's sales you will find many a desirable article, at such a low price it is tempting to buy. Many good bargains do not find their way to our advertisements, but are made known by signs and cards hung around the store. Wherever you look, some article can be seen that has been taken from the more expensive stocks and price reduced. Come to-morrow before 12.30 p. m. and see what our Store can do for you.

## IN DISGUISE.

Tricks in all trades but ours. To-day you can come in here and buy shirts bearing the "Monarch" brand for 45 cents. If we hadn't been short of "Nebraska" shirt labels you might have come in here and bought them for the same price, but you wouldn't have been any the wiser as to whose pet brand you were buying. Brands don't cut any figure here. All we ever go by is quality. We mark our goods according to what they are worth, not according to whose label is on them, when they come to us or where they are made. These particular shirts are as good as the last lot we sold at 45 cents. The patterns are a little different this time. Each shirt has two lay-down collars and one pair of separate cuffs to match, and if you prefer the collar and cuffs attached we have some that way. Besides these shirts, we will have for Saturday's trading a big lot of 1,800 linen collars at 10 cents each—three for a quarter—and another lot of 15-cent hosiery—somebody's "quarter" brand in disguise.

**NEBRASKA CLOTHING CO.**

## Half-price Sale

### Straw Hats

—begins to-day.

Straw Hats will be used for our regular Saturday special sale—and continued until all are sold.

We will sell finest quality straw hats—every hat a new, fresh '08 style—consisting of

Fine Sennets—plain or fancy bands,

Imported English Split Straws, bands as desired,

Fine Extra-light-weight Mackinaws,

Soft Light-weight Milans (soft straws),

\$1.50, \$2.00, \$2.50, \$3.00, \$3.50 values, at

—half price.

**SENNET & CO.**

*For cigars or other business.*

## Peace Propositions.

It is claimed that Spain wants peace. Spain, however, is as full of tricks as a pet monkey, and deserves watching at all times. The probability is, the average New Yorker will for some time to come continue to affix revenue stamps to his checks. He will also continue to smoke *Cal. Cafferty's 5-cent Sub Rosa Concha Cigars.*

*For a druggist.*

## Aids to Beauty

The sun paints the face of the summer girl, causing tan and freckles.

These can be removed by using **ROYAL**

**FACE BLEACH,**

Sold at Royal Drug Hall.

Best soaps, powders and all aids to beauty sold here.

**JOHN A. BARRETT**

Family and Dispensing Chemist  
Cor. James and Merrick Sts.



*Clothing or furnishings.***KEEP COOL**

Don't go around dressed in heavy clothes, telling every man you meet, "It's a hot day, isn't it?" Most men are able to tell a hot day when they see it, and, if they're not sure, they can buy a thermometer. Dress as if you wanted to take comfort. Buy clothes that are made for this climate. Buy a skeleton suit, and don't fry yourself off your own skeleton. Nowhere

**IN THIS WORLD**

can you dress more comfortably and for as little money as right at this store. We have Cotton Suits suitable for tennis, cricket, etc. Coat and Trousers, \$1.98; full Suits, \$2.50. Thin Wash Coats, 50c., 75c., \$1.00 and \$1.50.

**BROWN & CO.**

25 King St.

**Does Your Furniture Need Re-covering?**

During July and August we will re-upholster and recover your Furniture at "SUMMER PRICES."

"Summer prices" mean a saving of from 25 per cent to 50 per cent. Estimates cheerfully given without cost.

Let us take your Furniture NOW, put it in order and return it to you in the Fall when wanted. No extra charge for storage. Tapestries, Damasks, etc., at same liberal prices.

Lace Curtains cleaned and refinished by our improved method.

**HURLBUTT & HURLBUTT**

403 North Charles St.

**IT'S TIME YOU GET DOWN TO BUSINESS,**

Especially if you expect to buy any house furnishing goods. No better line than ours. No better time to buy than now.

**A Treat for the Wine Drinking Public.**

For the balance of the summer season I make the following offer: A very fine selected California Zinfandel Claret wine for \$1 per gallon, 35c. per quart.

I would be glad to have you call or send for sample of this wine before ordering, and this is not the only wine I keep in stock. A fine Port Wine, \$1 per gallon, 35c. per quart. Sherry, Angelica and Catawba Wines, \$1.25 per gallon, 35c. per bottle. Try a bottle of my genuine Blackberry Brandy, 50c.

**JOHN L. WADE,**

Wholesale and Retail  
**FAMILY LIQUOR STORE,**  
108 W. Seventh St.

**MODERN DENTISTRY**

Comparatively few people realize the dangers resulting from decayed or diseased teeth. Under the microscope disease-breeding microbes, or living germs are discovered in untold numbers infesting the mouth and mixing with the food. This is liable to result in disorders of the stomach and other parts of the system. Neuralgia and nervous diseases often result from diseased teeth and gums, since the sensitive nerves are constantly irritated.

Teeth and roots of all kinds and in all conditions can be treated or removed by using our vitalized air without pain and with perfect safety.

A suit of five rooms, elegantly furnished and thoroughly equipped, are at the service of our patrons.

**DR. E. S. NIGHTCAP,**

Rooms 204 and 205 Walker Bldg.

**COMFORT AND CREDIT.**

Furniture, carpets and house furnishing goods in general, with these terms.

# *Remember July, 1898*

The month of July has been a memorable one in the history of this country. The annihilation of Admiral Cervera's fleet and the surrender of the Spanish troops at Santiago have about ended the war, and will result in the downfall of Spain and the loss of most of her possessions. More business is being done this year than in any previous July of which there are records. The payments through clearing houses have been 5.8 per cent larger than in 1892, the year of greatest prosperity heretofore, and for the month 6.5 per cent larger than last year, and 8.4 per cent larger than in 1892.

Although my competitors have been complaining about dullness of trade I can truthfully say that July was one of my busy months, as I received 828 orders, which is an average of 33 for each working day. Every one of these was accompanied by the cash, otherwise I would not allow the goods to leave my establishment.

When a customer is not satisfied with my inks I refund the money and pay all transportation charges. Send for a copy of my price list. Address

## *Printers Ink Jonson*

*8 Spruce Street, New York*

## DEPARTMENT OF CRITICISM.

*By Charles Austin Bates.*

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

"THE OGDENSBURG ADVANCE,"  
George F. Darrow, Proprietor.  
OGDENSBURG, N. Y., June 30, 1898.  
Chas. Austin Bates, PRINTERS' INK, N. Y. }

DEAR SIR—I send you a few ads which were inserted in the *Advance* advertising itself. My principal reason was to supply a ready made argument to the readers and partisans of the paper, so they might talk it up to their neighbors. Of course you understand that it is a weekly paper circulating largely in the rural districts and villages. I feel doubtful about their value and the taste displayed in so puffing one's self as it were. Would be glad of your opinion.

Yours truly,  
G. F. DARROW, Publisher.

### The Advance wants to talk to you.

We have always believed that people with a good thing to sell, could profitably advertise it. It has occurred to us that we might take a little of our own prescription to advantage. We have something on the market which is a decided bargain, and gives more for the money than any of our competitors. We shall use this space for the next few weeks to tell you some of the good things about the *ADVANCE* and why you should subscribe for it and send it to your friends. We believe the *ADVANCE* is the best paper published in St. Lawrence County. Its editors have had many years' experience, and everything that hard work and a reasonable expenditure of money can do to make a good county paper, is freely given. We do not claim to cover the whole world, but we do intend to give all that is going on in St. Lawrence County that is fit to print. Watch this column and read the arguments offered in favor of the *ADVANCE*.

This seems to me to be good, straight talk, particularly the sentence, "We do not claim to cover the whole world, but we do intend to give all that is going on in St. Lawrence County that is fit to print."

If to this be added the rule that the *Advance* will not worry about the foreign advertiser but will devote all its energies to its local merchants and let the foreigner go hang, Mr. Darrow will have the two strongest elements for the success of a local paper.

It is safe to say that four out of five local advertisers do not use their advertising space properly or profitably. It is safe to say that four-fifths of them do not really know whether or not the advertising pays, and the chances are that a very large proportion of it doesn't pay.

Four-fifths of the retail advertisers in the country would use more space

if they could be shown how to use it and if it could be demonstrated to them that it would produce a profit.

It is a part of the business of the publisher of a local paper to instruct local merchants in advertising, to help them to use their space intelligently—to help them get a profit out of it.

The first thing a local paper needs is the local news. The next thing it needs is the local advertising. Local advertising is one kind of local news, and, if it is properly presented, a mighty interesting kind.

Local publishers are slow to learn the importance of keeping their advertising columns fresh. They know that they don't want to run the same news week after week. They know that if they ran two or three solid columns of reading matter for two or three solid months that the paper would have a blank, stale, uninteresting look. And yet they run ads from which the life has long gone out. They even run ads that in months past have been embalmed in electrotpe form to save wear and tear on the type. As the ads are set in bigger type than the reading matter, they are the more conspicuous, and therefore I should say that a stale ad occupying two columns would do more to hurt the appearance of a paper than two columns of stale reading matter.

The local advertiser, as a rule, either has not the disposition or ability to get up attractive ads and change them frequently. It is part of the local publisher's business to know how to do these things and to do them. If he doesn't know how, or hasn't the time to attend to it, he should employ some one to do it.

There is an opportunity in every good sized town in the United States for some bright man to establish himself as a writer of retail advertising. He may not be able to write the best ads in the world, but he will certainly write better ads than are now being written by the merchants. He may not make a fabulous income, but he will make more than he can teaching school or clerking in a store.

My guess is that Mr. Morton Wollman of Kansas City is going to prove that newspaper advertising is not an absolute necessity to the merchant who wants to conduct a clothing sale.

He is using large circulars, and perhaps other methods of advertising as well.

The reason for his adoption of this method is clearly shown in the following text of one of the circulars:

The fearless (?) press runs under fire! Where is the boasted independence of the Kansas City newspapers? The *Star*, the *World*, the *Times*, the *Journal*, all whipped into submission by three or four clothing men. The clothiers fear us and threaten the papers; the papers are afraid and run.

MORTON WOLLMAN,  
Wholesale Merchandise,  
537 & 539 Delaware Street.  
KANSAS CITY, Mo., July 9, 1898.

To the Business Manager of the *Star*, City:

DEAR SIR—On Thursday the advertising men of the *Journal* and *World* informed me that, although they were anxious to get the advertisements for the sale of the Eli Cahn (Golden Eagle) clothing salvage, which I am about to make for the insurance companies, they were compelled to refuse my advertisement, because two or three of their largest advertisers among the clothing men had notified them that if they published my advertisements of that sale they would withdraw their patronage, and therefore, fearing the threats of those clothing men to withdraw their business from those papers, they were compelled to refuse to publish my advertisements. They also stated that the *Star* had been visited by those same clothing men, who are heavy advertisers in the *Star*, and had agreed to take the same position. I do not believe it. I do not believe that any paper as brave, fearless and independent as the *Star* has always been would permit itself to be dictated to by any set of men, or that the *Star* would yield to any man or corporation the right to say what should or should not appear in its columns.

I inclose advertisement of that sale, which I desire published in to-morrow morning's or Monday afternoon's issue. I wish one-half page, and, if you desire, I shall be very glad indeed to pay for same in advance at your advertised rates. Yours very truly,

MORTON WOLLMAN.

(Here is a fac-simile of the first letter to the *Star*.) The advertisement was returned by the *Star*, and never was published in the *Star*. The papers refuse to advertise us! Our bargains advertise us? The fire insurance companies, to protect themselves, were forced to take in the magnificent stock of the famous Golden Eagle Clothing Store, damaged by fire, and as their trustee I am now selling it at retail, regardless of cost, at 1221-1223 Main street.

MORTON WOLLMAN,  
Trustee for Insurance Companies.

The newspapers undoubtedly have good and sufficient reasons for declining this advertising, even though this reason be no other than that they believe they will make more money by refusing it than they will by taking it. That is a legitimate reason. At the same time, Mr. Wollman is rated by the commercial agencies as worth

about one hundred thousand dollars, and is given the highest credit rating for that capital.

With that standing and money it is safe to say that he will be able to make his sale go without the newspapers. It may cost him more than it would with the newspapers, but if the sale is straight it will go.

If I were a publisher of a Kansas City newspaper I would probably do exactly what the Kansas City publishers have done, but I don't think they can kill the sale.

The publishers of the East Brady (Pennsylvania) *Review* have sent me a book advertising "A Pennsylvania Town called East Brady."

The arrangement, typographical effect and presswork are much better than one would naturally expect from a place which few of us could locate on the map.

The book is well written.

If the writer had wiped out the first page, which is introductory, funny and useless, he would have made a book of which he could always have been proud. All the rest of the pamphlet is straight business talk well talked. It is concise, interesting and has a ring of honesty about it.

For example I reproduce the final page:

#### A FINAL WORD.

We have in the preceding pages given you hints as to the good points of the location thus briefly exploited. We desire to add that

#### OUR TOWN

is ideal as a place of residence. Bountifully supplied with cheap food-stuffs from the surrounding farms. With an abundance of never-failing pure spring water. Non-malarious atmosphere. Are also so situated as to have easy and perfect drainage. Social, church and educational advantages fully up to end-of-the-century ideas.

#### BUILDING LANDS AND BUSINESS SITES.

To appreciate what we can do for the manufacturer in some of the handsomest and most convenient manufacturing sites in the State, they must be seen. We invite capital and brains to come and investigate.

We can prove all we say—and more too.

We are ready to talk business any day.

We have the goods.

#### IMPROVEMENT COMMITTEE.

East Brady, Pa.

Write if you can't come in person.

But we much prefer you to see things for yourself.

#### THE GIANT.

Clothiers, Hatters and Furnishers.  
GRAND RAPIDS, Mich., July 15, 1898.

Charles Austin Bates, New York:

DEAR SIR—I inclose two of our ads for your criticism. The reason I single these out is that

it struck me that the reason we give for the price reductions is rather new. I am an earnest student of your teachings. Very truly yours,  
MEYER MAY.

### EXPLANATION.

At the end of the season we want our profits to be in money and not in a lot of clothing. That's the reason for the prices we have put on the entire clothing stock—prices that will force you to buy. An interesting new show in the corner windows. For example:

It is astonishing how often the same thing can be discovered.

Hundreds of individuals originate the same idea.

Mr. Meyer May has made use of a new explanation that has been new several thousand times.

Now, mind you, I don't doubt that the idea is original with Mr. May. I don't think he copied it from any place. It is as original with him as it was with the first man who made it.

The man who flatters himself that he has evolved an original idea is mistaken.

The trouble is that men have been in business too long. For a good many years they have been struggling with about the same problems and conditions. They have all had about the same training. They have all been thinking along pretty much the same lines, and it isn't at all strange that many of them should arrive at the same solutions of their problems.

For twenty-five years at least business men in America have been inventing "explanations" of sales. I have struggled with the problem a good deal myself, and the result of my struggles is a firm and unswerving belief that the best way to extend a sale is to tell the truth about it. If it isn't a genuine sale, that is, if you don't offer genuine bargains, you will have a mighty hard time getting people into the store.

I don't believe, in the long run, that you can get more people into the store with a fire sale than you can with a straightout statement that you are going to sell them a whole lot of things at greatly reduced prices, simply for the sake of getting them into the store, with the idea and with the hope that when they are there they will buy other things at regular prices, on which you make a fair and legitimate profit.

That is the object of every honest sale, and it is a good enough object from my point of view.

Artemas Ward insists that it is immoral and in every way reprehensible

for a man to sell goods below cost. He believes that the average department store man is a pirate. The foundation of this belief rests in the fact that the department store man is willing sometimes to sell Sapolio at less than cost in order to draw a crowd. And then the retail grocers thereabouts make Mr. Ward's life a burden by accusing him of selling Sapolio to the department store at a cut rate.

In the meantime the housewife profits by the cut price. The department store man sells her one case of Sapolio, on which he makes nothing, and six dozen clothespins, on which he makes twelve cents. He may also, if he is in luck and she is in need, sell her a clothes horse, a few scrub brushes, a broom and a tack puller, on all of which he will make a legitimate profit.

I can't see the immorality of selling goods at cost, or even at a little less than cost, in order to draw a crowd, if the object be plainly stated—if the object is a laudable one and indicates enterprise. It is the same sort of enterprise that makes a man advertise.

The loss of goods advertised and sold at less than cost might very properly be charged to the advertising account, because the price was probably the most influential thing in the advertisement, and the advertisement might possibly, or even probably, have been useless and ineffective without it.

The way to explain a sale is to explain it.

If it won't stand an honest explanation, don't sell.

\*\*\*

Here is an ad written by C. W. Smith, editor of the *Post-Herald*, of Conneaut, Ohio:

**We would like to**

**C - U - B - A**

purchaser of a pair of our stylish fitting Shoes. No man or woman is stylishly dressed who will wear an ill-fitting pair of shoes with their new summer suit. Our stock is always replete with the latest styles for both men, women and children.

Special orders carefully filled.

**TUCKER & HATCH.**

The catch-line is the only thing about the ad that amounts to anything. That will probably cause some little comment, and inasmuch as is good advertising.

## **ONE EYE WITNESS IS BETTER THAN TEN HEARSAYS.**

That our papers give results is not a matter of hearsay. Hundreds of eye witnesses (advertisers) testify to the fact that the way to get Results is to advertise in

## **Boyce's MONTHLY WEEKLIES**

The monthly has a proved circulation of over 500,000 copies and the weeklies over 600,000; the rate per line in each is \$1.60, no discounts. Come and go as you please. Let your results determine the length of your contract.

**YOURS. FOR RESULTS,**

**W. D. BOYCE CO.,** **Boyce Building,**  
**CHICAGO.**



Designed by  
**Charles Austin Bates**  
 Underhill Building  
 New York City

## The Most Interesting Figure

in the advertising world is  
 the million-and-a-quarter-a-  
 day circulation of the New  
 York Journal.

Nothing like it in the  
 world.

If you don't advertise  
 in the Journal, you don't  
 get results.

# The New York Journal

W. R. Hearst.